

No. 277  
March 1988  
Our Price  
\$1.50  
Bad!

# MAD

IND. ®



# ALFRED E. NEUMAN



0 70989 33230 0

# SHEER BALLOONACY!!!

**The Hot Air**  
**MAD**

Summer  
1988  
Super  
Special

Our  
Price  
\$2.75  
Inflated!

1<sup>ST</sup> PLACE  
OR  
BUST

**96**  
**PAGES OF**  
**UPLIFTING**  
**COLLECTOR'S**  
**ITEMS THAT**  
**SOAR TO NEW**  
**DEPTHS!**

Drift Over To Your Newsstand Lift-off A Copy Of The  
Super Special They Said Would Never Get Off The Ground!  
**IT'S LIGHTER THAN AIR...BUT NOT AS CHEAP!**



# MAD

"These days, about the only thing free of charge is a run-down battery!"  
—Alfred E. Neuman

WILLIAM M. GAINES publisher

NICK MEGLIN, JOHN FICARRA editors

LEONARD BRENNER art director TOM NOZKOWSKI production

CHARLIE KADAU, JOE RAIOLA, SARA FOWLER associate editors

DICK DE BARTOLO creative consultant

JACK ALBERT lawsuits ANNE GAINES blue cross troubleshooter

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

## DEPARTMENTS

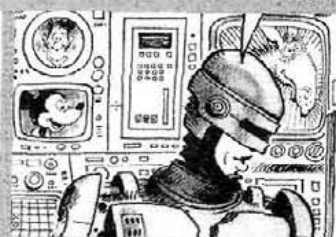
<b>ASK KICKERS DEPARTMENT</b>	
If "They" Had To Fill Out "Your" Questionnaires .....	38
<b>ASSAULT AND BATTERY INCLUDED DEPARTMENT</b>	
"Roboslop" (A MAD Movie Satire) .....	4
<b>AWE-FULL DEPARTMENT</b>	
Why Are We Always Impressed By...? .....	36
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side of .....	16
<b>BETTER DEAD THAN BLEED DEPARTMENT</b>	
The Movie Sequel Graveyard .....	46
<b>CASSETTING NEW LOWS DEPARTMENT</b>	
Junky Video Collections We're Sure to See .....	32
<b>CERTAIN-T-FORMATIONS DEPARTMENT</b>	
Every Super Bowl Week You're Sure of Seeing .....	10
<b>CHORE-FIRE SOLUTIONS DEPARTMENT</b>	
Dual-Purpose Office Supplies for Working Mothers .....	14
<b>DON MARTIN DEPARTMENT</b>	
One Special Day in the Dungeon .....	13
<b>FRANK ON A ROLL DEPARTMENT</b>	
"Sad" (A MAD Song Parody) .....	24
<b>JABBER-WACKY DEPARTMENT</b>	
Wonderland Revisited .....	29
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy vs. Spy .....	28
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings of Reader Mail .....	3
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" by Sergio Aragones .....	**
<b>NETWORK CORRESPONDENCE DEPARTMENT</b>	
MAD's TV News Reporter of the Year .....	41
<b>PRANKS FOR THE MEMORIES DEPARTMENT</b>	
The 10 All-Time Greatest Legendary Practical Jokes .....	26
<b>PROMOTION SICKNESS DEPARTMENT</b>	
Stages in the Life of an Ad Campaign .....	21
<b>SERGE-IN GENERAL DEPARTMENT</b>	
A MAD Look at Optics .....	34
<b>TALES FROM THE DUCK SIDE DEPARTMENT</b>	
The Colossal Courtroom Confrontation .....	45
<b>THE SCANISH INQUISITION DEPARTMENT</b>	
MAD's UPC Symbol Explained .....	48

\*\*Various Places Around the Magazine

COVER ARTIST: RICHARD WILLIAMS

## VITAL FEATURES

"ROBOSLOP"  
(A MAD  
MOVIE  
SATIRE)  
Pg. 4



EVERY  
SUPER BOWL  
WEEK YOU'RE  
SURE OF  
SEEING  
Pg. 10

"SAD"  
(A MAD  
SONG  
PARODY)  
Pg. 24



WONDER-  
LAND  
REVISITED  
Pg. 29

JUNKY  
VIDEO  
COLLECTIONS  
WE'RE SURE  
TO SEE  
Pg. 32

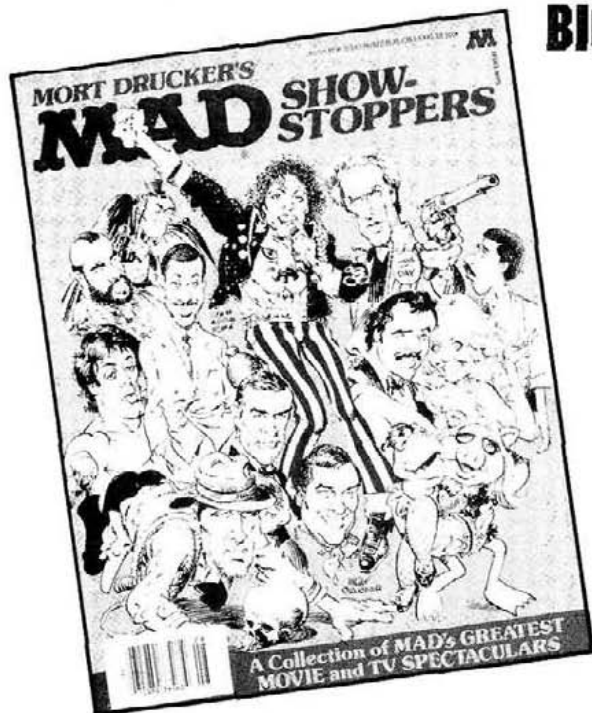


MAD'S  
TV NEWS  
REPORTER  
OF THE  
YEAR  
Pg. 41

# SUBSCRIBE TO MAD!

YOU CAN SAVE MONEY AND RECEIVE THESE BIG BOOKS FREE!

**BIG DEAL!**



## OFFER #1

WITH A 40 ISSUE  
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WITH AN 8 ISSUE  
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AND GET  
**NO BOOKS!**

(Don't be a schmuck! Go for one of the other two offers!)

485 MADison Avenue **MAD** New York, New York 10022

- ☐ I enclose \$46.75\* Please send me the next 40 issues of MAD... PLUS MORT DRUCKER'S "MAD SHOWSTOPPERS" AND DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" ABSOLUTELY FREE! (And make it quick!)
- ☐ I enclose \$29.75\* Please send me the next 24 issues of MAD... PLUS ☐ MORT DRUCKER'S "MAD SHOWSTOPPERS" OR ☐ DICK DEBARTOLO'S "HERE'S MAD IN YOUR EYE" (Please check one. Neatness counts!)
- ☐ I enclose \$11.75\* Please send me the next 8 issues of MAD... Gaines knows what he can do with his lousy MAD big books!
- ☐ CHECK HERE IF RENEWAL

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NUMBER OF CAVITIES  
AT LAST CHECK UP \_\_\_\_\_

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## LETTERS AND TOMATOES DEPT.



### SAVED BY THE DECIBEL

In regards to "The MAD Decibel (dB) Scale" in issue #275: perhaps the loudest sound ever heard was the 1883 eruption of the volcano on Krakatoa Island. It produced a sound intensity estimated at 190 decibels. Your 2,198 decibels produced by MAD readers groaning would generate  $1 \times 10^{100}$  gigawatts of energy, which is equivalent to innumerable exploding galaxies.

John S. Duckering  
Odessa, TX

Speaking of hot eruptions, you've obviously never heard Bill Gaines belch after a couple of dogs at Nathan's at Coney Island! — Ed.

### MAKING BOOK

In your "Fat-Book-of-the-Month Club" (Back Cover #275), you forgot the fattest book of all—"MAD FAILURES: Lame Articles from 1987"! Okay, now try and insult me with some not-so clever comeback like, "We forgot one more: *Idiot's from Leverett!*"

Selanna Reiner  
Leverett, MA

How little you know us. We've no intention of insulting the fine town of Leverett, Massachusetts. It's your moronic name we take issue with! — Ed.

### A FEATHER IN DUCK'S CAP



Now it's time to congratulate longtime MAD contributor Duck Edwing! The Duck (on the right) beat out 1,075 other entrants to nab first place in the 1987 Suburban Newspapers of America's Editorial Awards Contest! Duck's cartoons appear in the *Burke/Braddock Connection* in Virginia (Edited by Tom Grubisich, left). Great job, Duck! Look how happy he is, look into his eyes...deeper...deeper...you are getting drowsy...your eyelids are heavy...

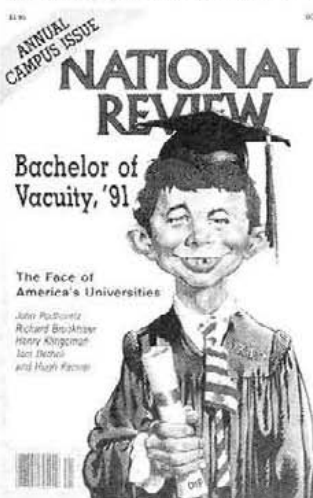
## "YOUR PET KNOWS..."

While reading "Your Pet Knows..." in my copy of MAD #275, I discovered there are eight pictures, but only seven captions! I am sure this is just a typographical error, but I'd like to find out what that bird in its cage knows... How about, "...When the cage needs to be cleaned!"

Paul Gallant  
Rochdale, MA

It's true, some issues of MAD #275 did go out missing a caption. They've already become rare collector's items, worth up to \$80,000 on the open market (so we've been told)! By the way, Paul Peter Porges's original caption for that bird hanging upside down is "YOUR PET KNOWS...when your gas heater has a leak!" — Ed.

## THE BUCKLEY SLOP'S HERE



MAD's Alfred E. Neuman, drawn by Mort Drucker, made a guest appearance on the cover of the Oct. 9 '87 issue of *National Review*. There is, however, NO truth to the rumor that a future cover of MAD features NR Editor Wm. F. Buckley, Jr. as "Dr. of Verbosity, '88"! — Ed.

### AN UNUSUAL REQUEST

Please send me a copy of MAD. I've heard good things about it, and I'm very interested. If there's a charge, please inform me.

Marcia Wilderman  
St. Louis, MO

We've heard good things about you too, Marcia, and we're very interested. If there's a charge, please inform us! — Ed.

### MAD READER STRIKES OUT

What does the introduction to "Major League Baseball Rule Changes for the 1980's" in MAD #274 mean? It says, "It's been 56 years since Henry Ford invented baseball in 1947." Everyone knows Henry Ford was our second President. Secondly, baseball was invented by Egyptian parking attendants in the 1600s. Most obviously, it's been more than 56 years since 1947!

Doug Thompson  
Allendale, MI

Nobody likes a know-it-all. Besides, the "Egyptian Parking Attendant Baseball Theory" is just that—a theory! — Ed.

## MERCHANDISE MARKS

Your "Important Announcement" in MAD #275 took me in hook, line and sinker. I honestly expected to see some real ads! The joke was great. I enjoyed seeing William Gaines's picture, too. It always makes me feel good to view someone uglier than myself.

James Halon  
Seattle, WA

You fool! The ads were real! It's the ugly picture of Gaines that's a phony! — Ed.

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** (Required by 39 U.S.C. 3685) 1A. Title of Publication: MAD 1B. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1987 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. 3A. No. of issues published annually: 8 3B. Annual subscription price: \$10.75/8 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADISON Avenue NYC 10022 5. Complete Mailing Address of the Headquarters or General Business Office of the Publishers: 485 MADISON Avenue NYC 10022 6. Full Names and Complete Mailing Address of Publisher, Editors, and Managing Editor: Publisher: William M. Gaines—485 MADISON Avenue NYC 10022; Editors: Nick Meglin, John Ficarra—485 MADISON Avenue NYC 10022; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.) C. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

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EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
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B. PAID CIRCULATION: 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	685,724	181,785
2. MAIL SUBSCRIPTIONS	97,410	93,390
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F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNAC- COUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	882,095	846,040
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11. I certify that the statements made by me above are correct and complete.



William M. Gaines, Publisher.

Please Address All Correspondence To:  
MAD, Dept. 277, 485 MADISON Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped kateidoscope!

## ASSAULT AND BATTERY INCLUDED DEPT.

There was a movie out this summer in which the main characters caused violence, torture, death, anarchy and senseless property damage—and they were the good guys! The bad guys were responsible for even *more* misery and wreckage! But the destruction caused by the good guys and bad guys combined was nothing when compared to the incredible carnage caused by...

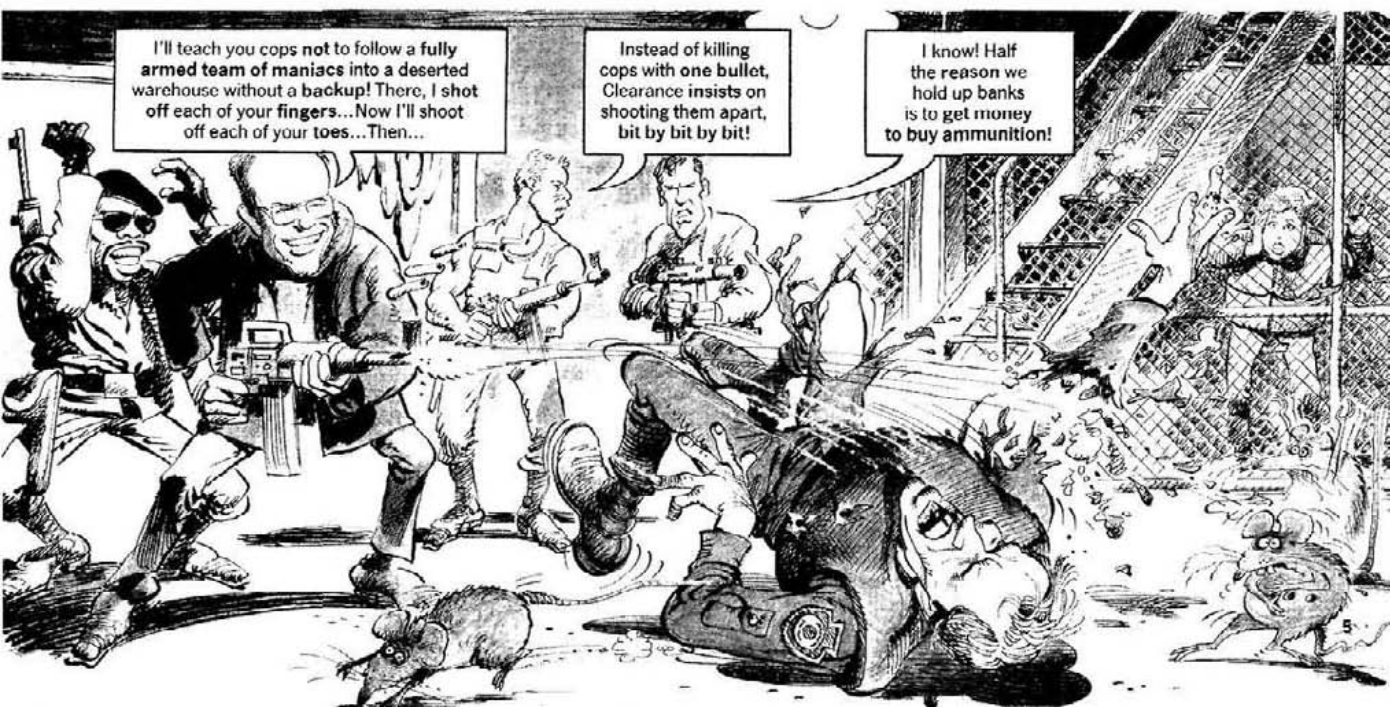
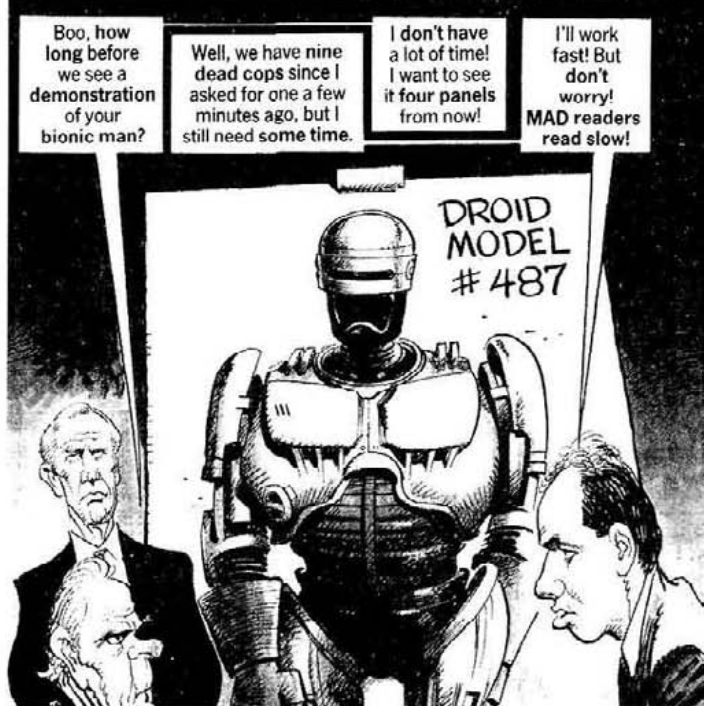




# ROBO SLOP

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



This is Officer Loser! Officer Murky's been shot up bad!

We'll send an ambulance to pick him up!

Don't bother! There's not that much of him left! You'll be able to sop him up with a "police blotter"!

We've given him a bionic arm, two bionic legs and a bionic brain, but we don't have enough power to shock him back to life!

Show him his bionic bill!

Look, you're right... he works!

And he's ready in only four panels!



This is a special officer! He will obey every command! All you have to do is feed him this special robo/electronic/organic food!

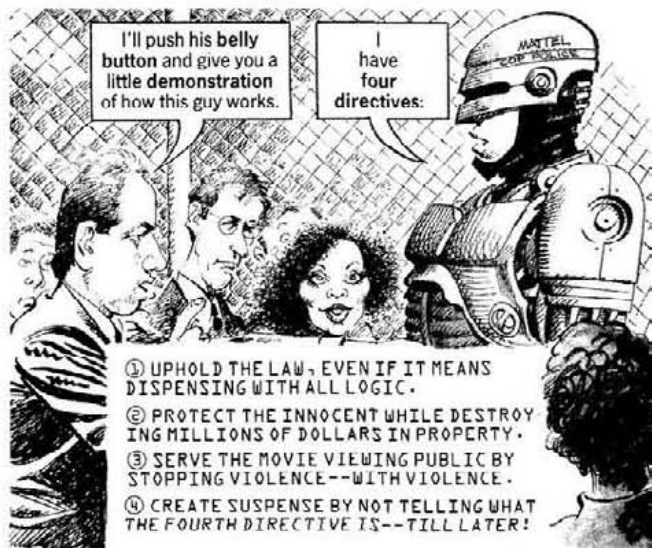
Since when does Gerber make robo/electronic/organic food?

Okay, so it's baby food! But when you bill the government \$450.00 a jar, you have to make it sound a little more exotic!



I'll push his belly button and give you a little demonstration of how this guy works.

I have four directives:



- 1 UPHOLD THE LAW, EVEN IF IT MEANS DISPENSING WITH ALL LOGIC.
- 2 PROTECT THE INNOCENT WHILE DESTROYING MILLIONS OF DOLLARS IN PROPERTY.
- 3 SERVE THE MOVIE VIEWING PUBLIC BY STOPPING VIOLENCE--WITH VIOLENCE.
- 4 CREATE SUSPENSE BY NOT TELLING WHAT THE FOURTH DIRECTIVE IS--TILL LATER!

Look at that new Hobocop shoot! I've never seen anyone shoot better!

Neither have I! Not even Axewell Fooley, the best shot in Detroit!

The best shot in Beverly Hills, guys, Beverly Hills!



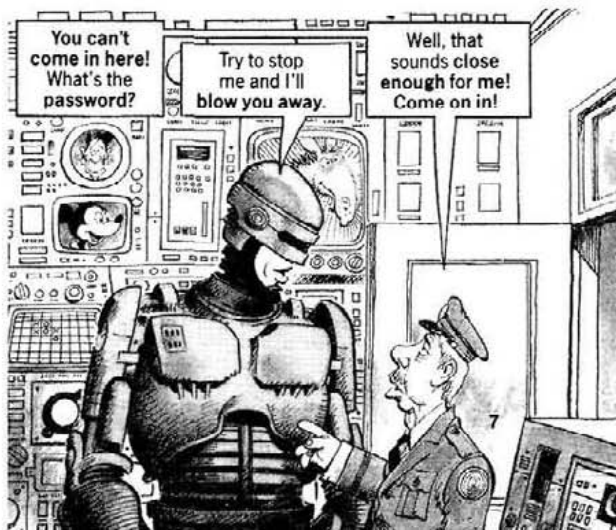
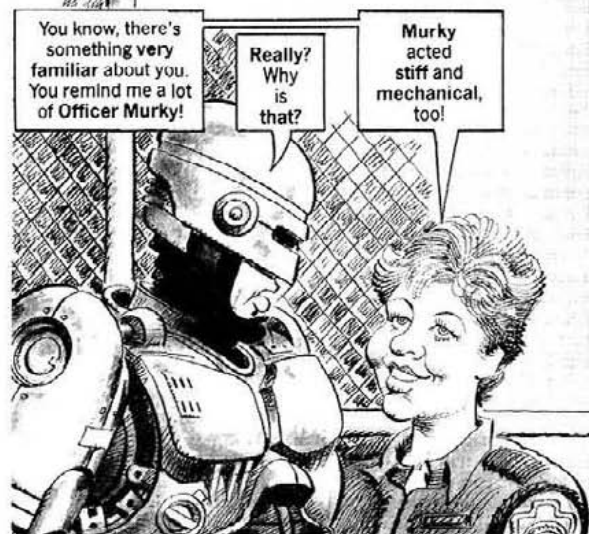
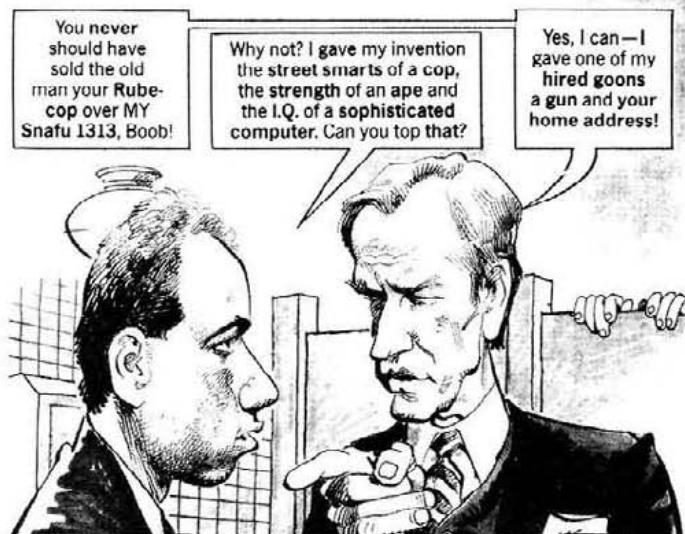
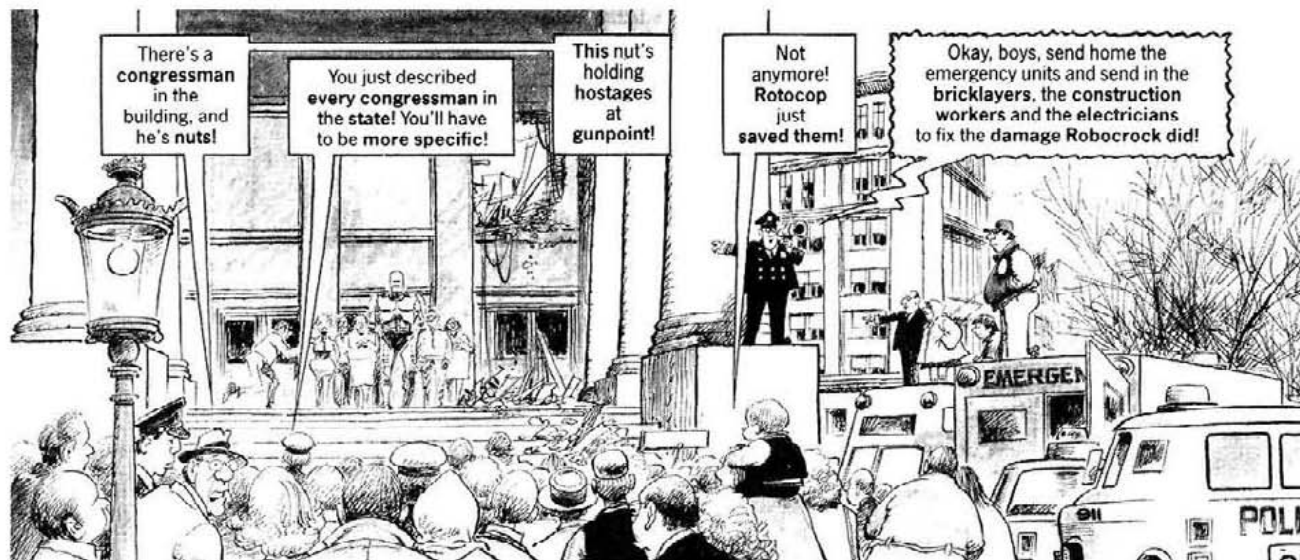
You big jerk, get out of here!

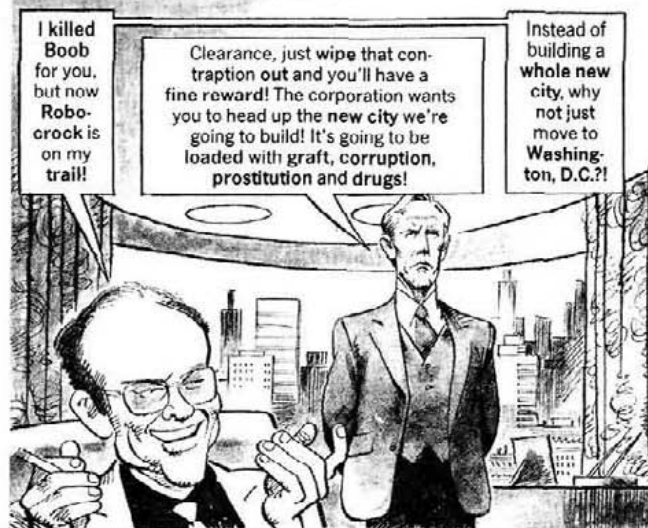
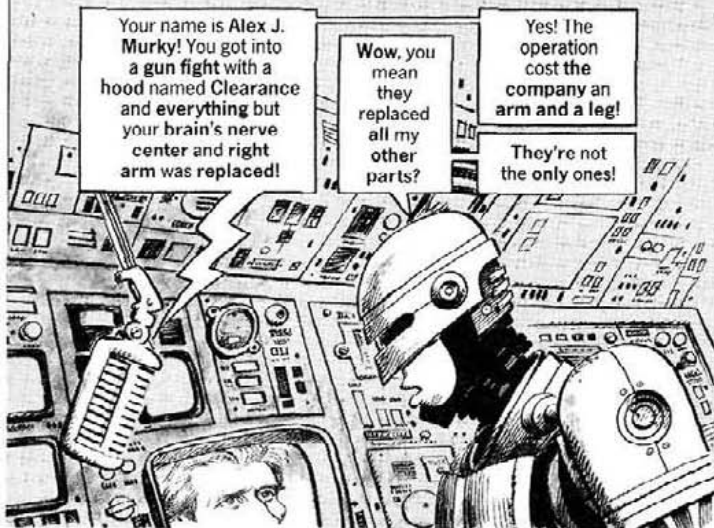
But Mama, he stopped the robbery!

Big deal! The crook would have gotten three hundred dollars in cash! This bionic boob just did \$15,000 in damage!











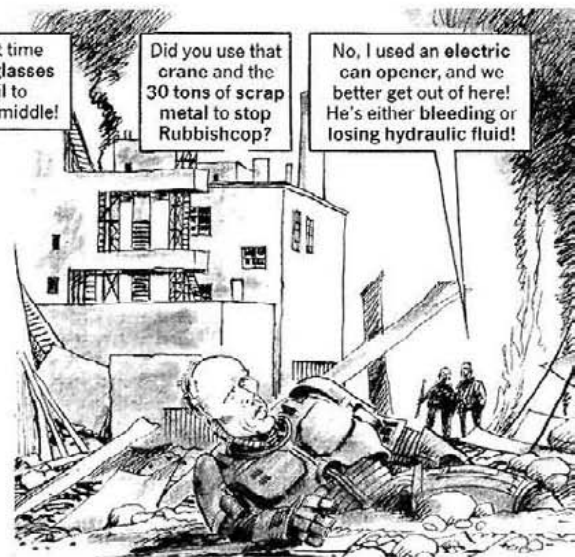


Help me!  
Help me!  
My nose  
is running!

Go to the van,  
there's tissues in  
the glove compartment.

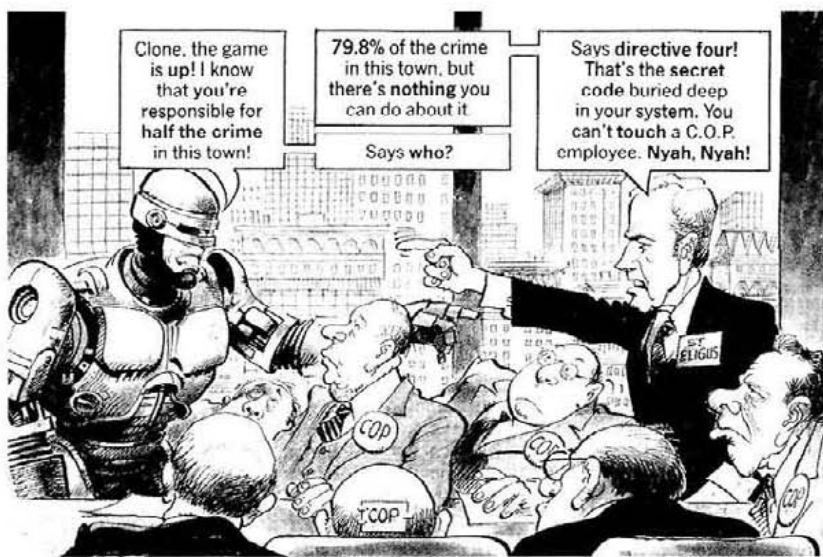
I mean it's  
running off  
my face!

That's tough! Next time  
you wear your sunglasses  
you'll need a nail to  
hold them up in the middle!



Did you use that  
crane and the  
30 tons of scrap  
metal to stop  
Rubbishcop?

No, I used an electric  
can opener, and we  
better get out of here!  
He's either bleeding or  
losing hydraulic fluid!



Clone, the game  
is up! I know  
that you're  
responsible for  
half the crime  
in this town!

79.8% of the crime  
in this town, but  
there's nothing you  
can do about it

Says who?

Says directive four!  
That's the secret  
code buried deep  
in your system. You  
can't touch a C.O.P.  
employee. Nyah, Nyah!



In that  
case, Clone,  
you're fired!

Hold on! What about  
severance? And you  
promised me a free trip!



Well thanks to you  
Rubbishcop, he got  
both severance and  
a free trip. You  
severed his limbs  
when you dropped  
him 48 stories!



I'm glad we learned  
there is a little bit  
of human feeling left in  
your bionic body! Maybe  
you'll meet someone nice  
like me and settle down.

Actually, there  
is someone  
in accounting  
I've had  
my eye on.



The new  
blonde  
they  
hired  
last week?



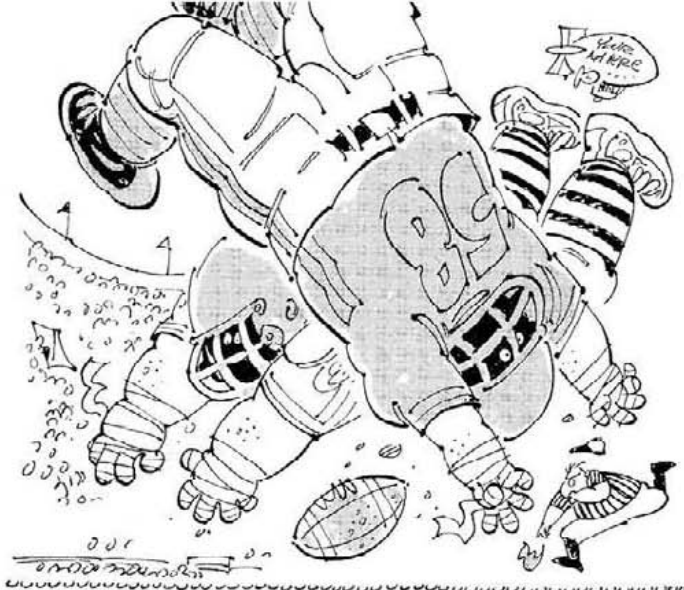
No, that new  
computer with the  
big chips they  
installed yesterday!  
Do you know if  
she's available?



EVERY GUEST ON EVERY TALK SHOW getting asked to give his Super Bowl "pick."

#### CERTAIN-T-FORMATIONS DEPT.

Aren't you sick of Super Bowl hype? We are! Every year's the same! Dull and predictable! Who wants to see another "sports profile" about 300-lb. linebackers who knit? We wish they'd cook up some new angles, because otherwise (unless you fall asleep!)...



A MULTITUDE OF SLO-MO ACTION MONTAGES, shown over and over, all accompanied by Sinatra's version of "The Winners."

# EVERY SUPE

ARTIST: PAUL COKER



EMBARRASSING "RAP" VIDEOS by both teams, shown about 20,000 times.



YET ANOTHER BONEHEAD PSYCHIATRIST with another bonehead theory on what our national obsession with football really means.





DOZENS OF CHEAP ATTEMPTS to "cash in" on the Super Bowl hype, made by businesses not even remotely connected with football.



THE UNCEREMONIOUS FIRING of half of the NFL coaches who just didn't make it to the Super Bowl.

# R BOWL WEEK YOU'RE SURE OF SEEING...

WRITER: MIKE SNIDER



MORE BIOGRAPHICAL INFORMATION on the two opposing quarterbacks than even their own mothers could stand.



THE SAME STORIES ABOUT TICKET SCALPING —with the exact same prices—that you remember seeing the year before—and the year before that.



IDIOT TV REPORTERS who actually ask the coaches to reveal their surprise game plans.



HUNDREDS OF "SUPER BOWL MOMENTS" on TV that make the previous Super Bowls look a lot more exciting than anything you remember.



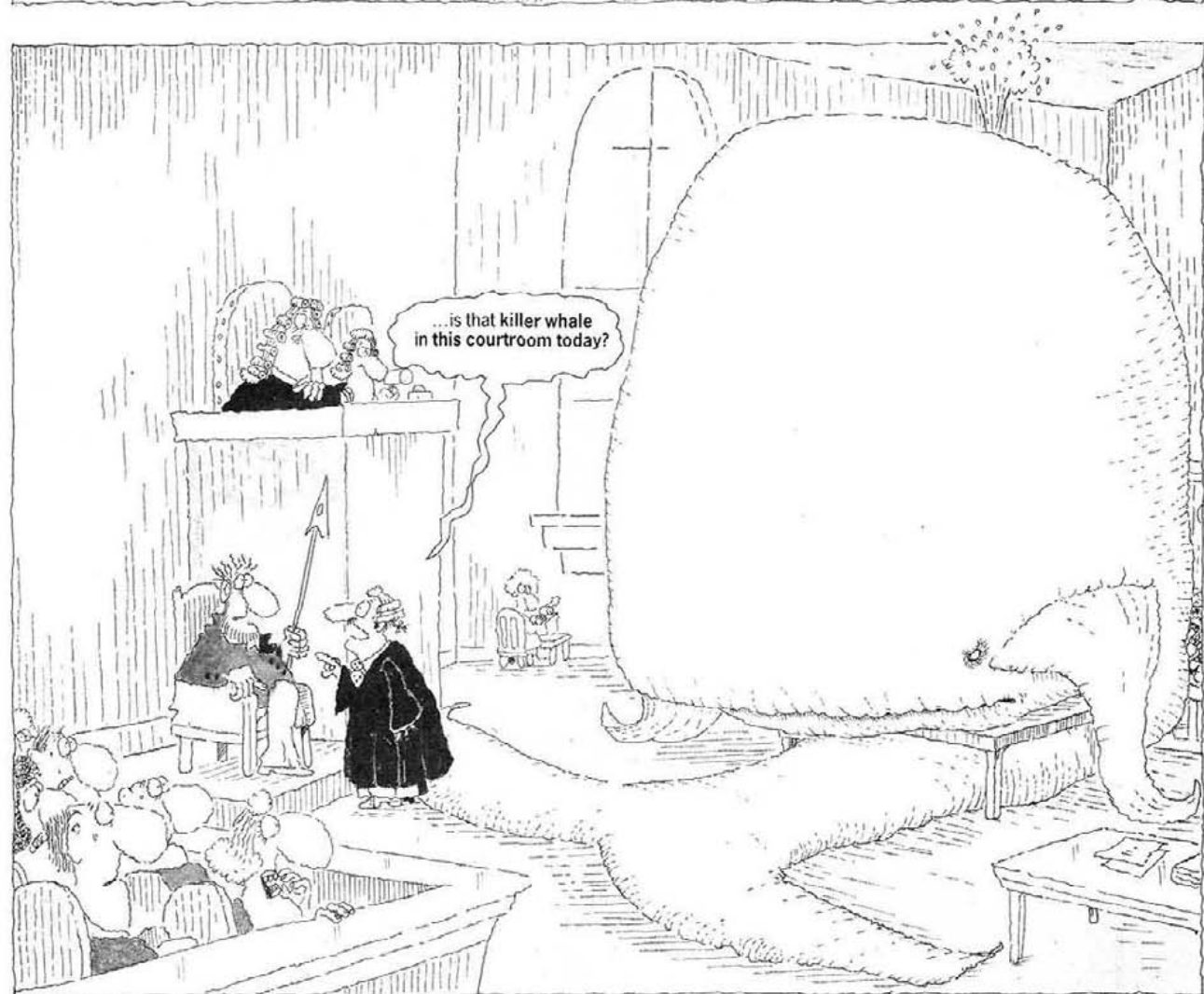
PANELS OF WHINY "FOOTBALL WIDOWS" who get together on the Phil Donahue and Oprah Winfrey shows.



SENATORS WASTING VALUABLE TIME IN CONGRESS with goofy penny ante bets.



# THE COLOSSAL COURTROOM CONFRONTATION

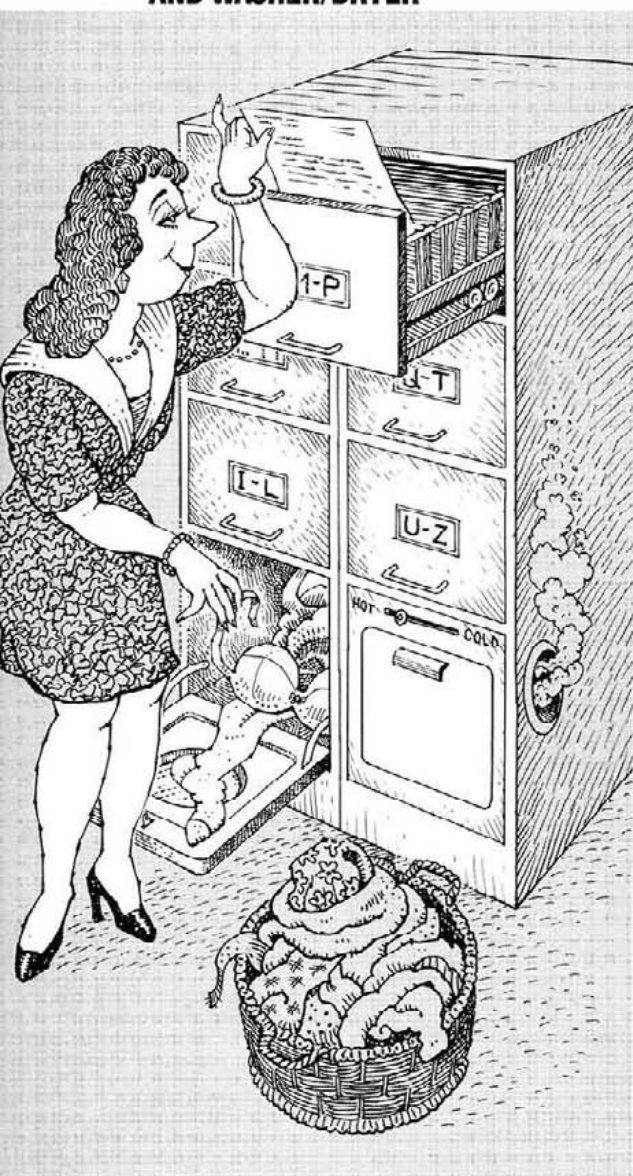


What's a working mother to do? She makes breakfast, sends the kids to school, cleans the house and then rushes to the office where she types, prepares reports and attends business meetings.

# DUAL-PURPOSE OFFICE SUPPLIES

ARTIST: AL JAFFEE

## SIDE-BY-SIDE FILE CABINETS AND WASHER/DRYER



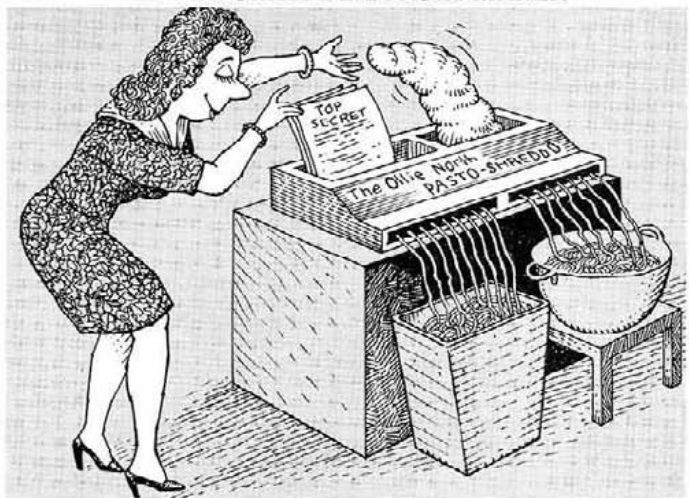
Color-coordinated to fit any decor, each of these stainless steel file cabinets houses a full-load capacity washer and dryer. Whether washing your kid's grungiest clothes or just a handful of dainties, you'll be able to do a week's worth of laundry and file those important contracts all at the same time. As a bonus, you can file detergent under "D," fabric softener under "F," etc.

## COMPUTER TERMINAL/MAKEUP MIRROR



Finally, a way to apply your morning makeup *and* word process at the same time! Each of these powerful 20 megabyte PCs is connected to a central mainframe and comes with a highly reflective monitor screen with adjustable makeup lights. Peripherals include the disk drive/nail polish dryer and the cosmetic tray/letter quality printer.

## PAPER SHREDDER/PASTA MAKER



In one easy step this handy, handsome appliance allows you to shred confidential documents *and* add bulk to your family's diet! The stainless steel cutting edges never need sharpening and each unit includes settings for making rigatoni, ravioli and fettuccine, as well as destroying photos, blueprints and other top secret memoranda.



Wouldn't it be great if she could do her office work at home or her house work at the office? Yes! That's why MAD envisions in the not-too-distant future a catalogue full of new and innovative...

# IES FOR WORKING MOTHERS

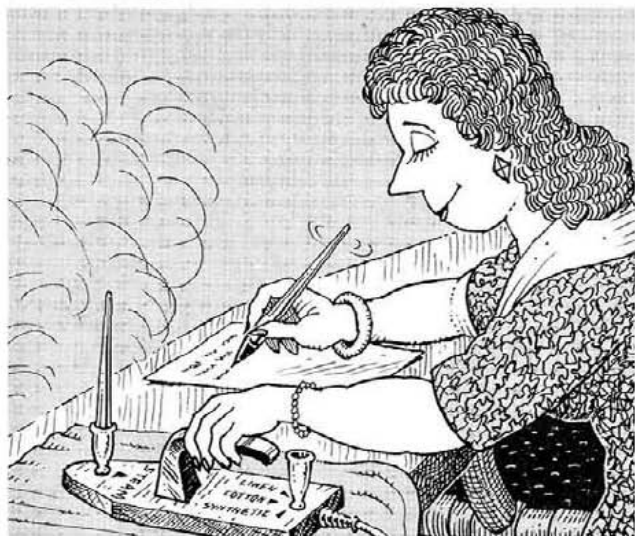
WRITER: JOHN RIOS

## EXECUTIVE DESK/IRONING BOARD



A handsome in-laid mahogany base topped off by a smart, fire-retardant ironing board. Its extra large surface means you'll never have to be more than an arm's length from office reports, balance sheets and wrinkled blouses and skirts. The three drawers (with solid brass handles) can accommodate office supplies, stationery and spray starches.

## PEN AND PENCIL SET/STEAM IRON



The perfect accessory for the Executive Desk/Ironing Board! The base of this attractive gold-plated pen and pencil set is a heavy-duty steam iron. Adjust the pen position for "linen," "cotton" or "synthetics," and push the pencil to the left for "steam." Guaranteed not to scorch, drag or leak ink.

## STAMP PAD/SPICE RACK



Mounted on the bottom of each bottle in this unique and stylish spice rack is a durable rubber stamp. Season your recipes and stamp office correspondence accordingly! Each set includes Thyme/Paid, Cloves/Void, Pepper/Pending, Garlic Powder/First Class, Bay Leaves/Received and Basil/Cancel.

## TODAY

I look around me and I see us kids listening to garbage! It's sound, not music! They shout because they can't sing! The lyrics are negative, insensitive, stupid, and say nothing! And that's not the worst of it!



Our generation is too involved in booze and drugs and dressing up in fashions and hair styles that make us look like clowns! And that's not the worst of it!



The worst of it is—I'm beginning to sound just like my parents!



BERG'S-EYE VIEW DEPT.

# THE LIGHTS

## HOCKEY

This is the most boring game I ever saw! C'mon, let's get outta here!



But the score's tied and there's still 10 minutes to play!



Who cares! The sight of no blood makes me sick!





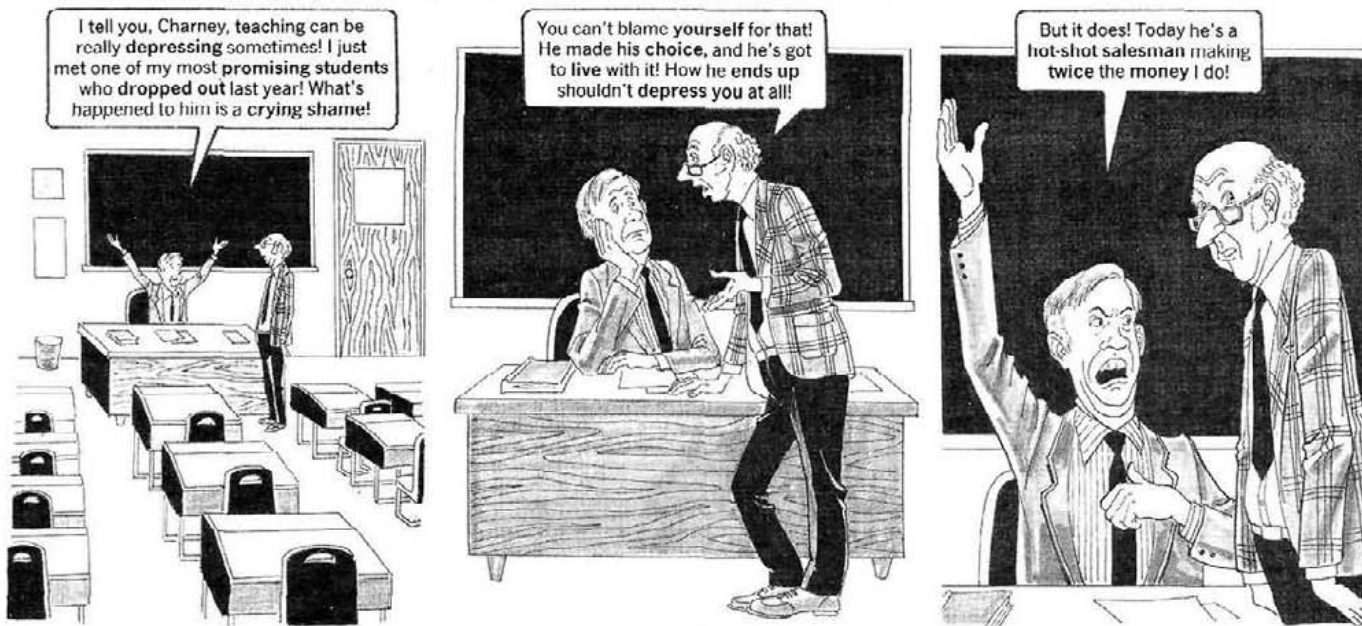
## DECISIONS



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

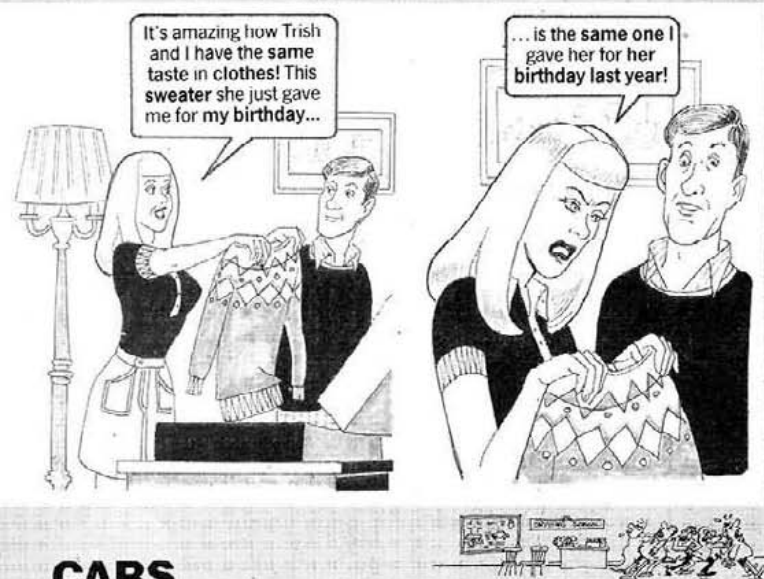
## EDUCATION



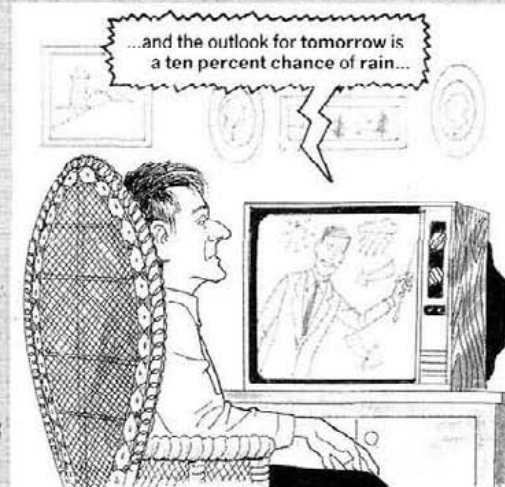
## PUNISHMENT



## GIFT GIVING



## WEATHER FORECASTS



## CARS



## DIVORCE



So how're the proceedings going, Kathy?

Very well! Lenny's always been more than generous! He's agreed to give me everything I've asked for!

That's not so good!

Why not?

It means you're not asking for enough!



## FINANCES

...and a ninety percent chance he's wrong again!

It seems the only thing my kids ever write to me about is money!

My kids, too! I'm grateful!

If it wasn't for that, there would be no open channels of communication between us!

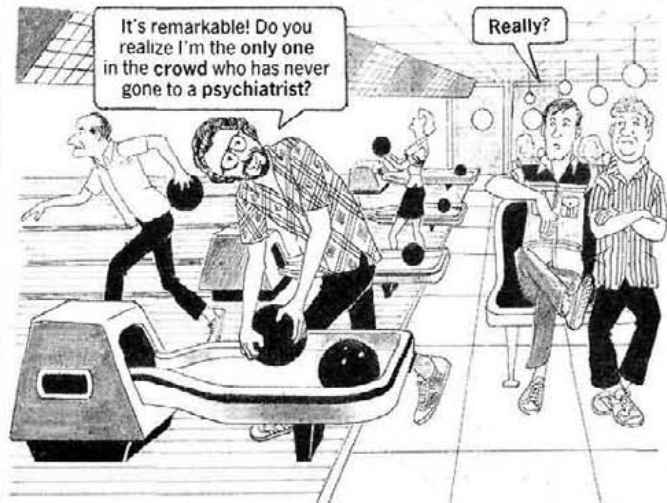


## RELATIVITY

It's remarkable! Do you realize I'm the only one in the crowd who has never gone to a psychiatrist?

Really?

What's your problem?





## APPOINTMENTS



See you later!  
I've got an  
appointment  
with my  
lawyer!

Sure! You're all geared up for  
tennis and I just heard you on  
the phone telling some Joe Fiore  
bozo you'll meet him at the club!  
So don't try to con me, buster!

It's not you I'm conning, love, It's  
my lawyer Joe! He's very busy and  
very expensive! The only way I can  
get some free legal advice is when  
we're out there playing doubles!



## RELIGIOUS TRAINING

All right, class, that takes  
care of the first six days!  
Can anyone tell us what God  
did on the seventh day?

He probably had to listen  
to all the complaints!



## DOCTORS

With a cold as bad as  
yours, I suggest you  
eat lots of garlic!

Really? Is garlic the  
new miracle cure for  
the common cold?

No, but if you smell bad, other  
people will stay far enough away  
from you to avoid catching it!



Did'ja ever notice how every few months a new advertising campaign for some product or another bursts onto the scene, takes the country by storm and etches itself into everyone's brain? If you have, then you've probably also noticed how these same campaigns just as quickly arouse everyone's disgust until they eventually wither away and return to the dark empty void from whence they came. If you haven't noticed these things, then skip to some other article! The few intelligent and observant people remaining may now enjoy...

# STAGES IN THE LIFE OF AN AD CAMPAIGN



ARTIST: BRIAN BUNIAK

IDEA: MARC I. WHINSTON

WRITER: CHARLIE KADAU

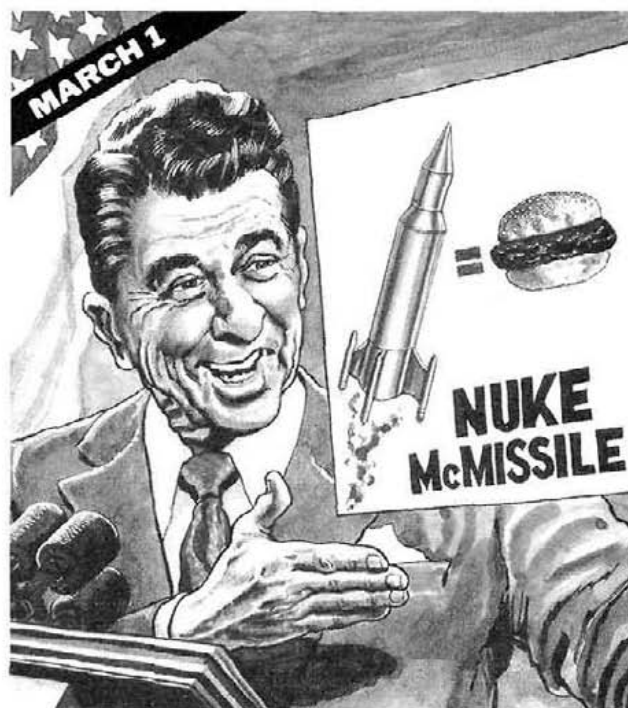
Executives of the McDimple's Hamburger fast food chain announce that the ad agency of Simpson & Hack has been hired to create a new advertising campaign for them. The campaign, featuring the slogan "More Meat Here" spoken by a midget posing as an army general, beat out other proposed slogans, including "From Freshly Killed Cows Right To You!" and "The Home Of America's Biggest Buns!"

A massive month-long media blitz begins, with 20 million dollars worth of McDimple's ads on TV, radio, billboards, magazines and hamburger-shaped blimps. Simpson & Hack estimates that every man, woman, child and animal in America will be exposed to the "More Meat Here" slogan at least 53 times a day. Also, the midget army general makes an appearance as a guest referee on "Saturday Night's Main Event."

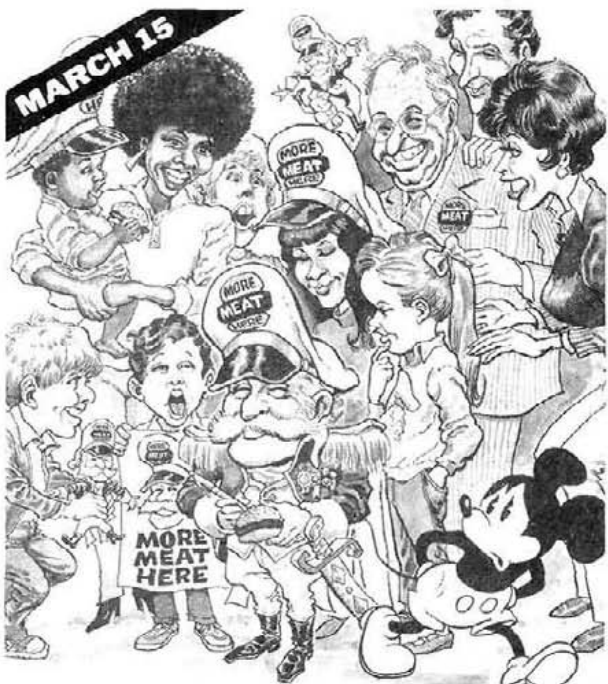




On "The Tonight Show," Johnny Carson uses "More Meat Here!" as the punch line to the next-to-last joke in his monologue. The next day, office comics from coast to coast are repeating both the joke and the slogan. Simpson & Hack is delighted.



During an interview, the President uses "More Meat Here" to describe his new defense budget proposal. His quote makes it to all the nightly news shows, and the next day politicians from coast to coast are repeating the slogan. Simpson & Hack is ecstatic.



Millions of bootleg Korean-made "More Meat Here" T-shirts, hats, key chains and bumper stickers flood the country. A nationwide survey reveals that the midget dressed as an army general is now a more recognizable character than Mickey Mouse.



McDimple's lawyers sue a Toledo, Ohio bar using the "More Meat Here" slogan in promotions for its Friday night ladies-only male dancers show. When the bar's owner proves he was using the slogan a year ago, McDimple's reluctantly agrees to pay him \$50,000 so they can use it too. McDimple's lawyers are fired.





Simpson & Hack hastily changes the slogan to "Still More Yummy Meat Here" when figures reveal McDimple's hamburger sales have decreased 43% in the past five months. They assure McDimple's owners that this was part of their strategy all along and that sales will be booming by the summer. A scheduled appearance by the midget army general on "The Late Show with Joan Rivers" is mysteriously cancelled. (The very next day Joan herself was mysteriously cancelled, but that's another article !)



On "Entertainment Tonight," Mary Hart reveals that Barney Spepple, the midget who appears in the McDimple's commercials, is a vegetarian and has never eaten a hamburger in his life. The next morning, Barney is fired and replaced by an animated zebra.



Anyone who utters the phrase "More Meat Here" at any time and in any situation is groaned at and scorned by their friends and family alike.



As their hamburger sales continue to plummet, McDimple's fires Simpson & Hack and hires the advertising agency of Shmenkin, Berkin & Co. The agency announces McDimple's new slogan will be "From Freshly Killed Cows Right To You."



"More Meat Here" appears as the answer to a question on page 87 of *Tom's Big Book of Really Unimportant Trivia*.

## FRANK ON A ROLL DEPT.

What's new with Michael Jackson? Well, for one thing, he's got a new album out. But the biggest news is not about his music, but about his lifestyle. Some folks call it bizarre; others call it neurotic. We prefer to call it

# SAD

(sung to the tune, if that is possible, of "Bad")

Big bucks and *fame*  
Really took him *far*;  
He hit the *heights* —  
A su-per star!  
To-day it's *weird*  
When peo-ple see  
His room-mate's *now*  
A chimp-an-zee.

Far gone!  
Far gone!  
Seein' what's goin' on!

He's now kissed *off*  
His clo-s<sup>est</sup> *kin*;  
His family's *out* —  
His py-thon's *in*;  
He's got no *time*  
For groov-y *chicks* —  
E-lec-tric *shocks*  
Pro-vide more *kicks*.

Now he *hides out* in his *mansion*,  
Tendin' to his *private zoo*;  
Conversation *comes more easy*  
With a *frog* or *kang-a-roo*.

And it's so *sad*, so *sad* —  
Far gone!

So very *sad* he *had*  
to *blow it*!

He's gone from *rad* to *bad*  
and *thrown it away*!

When he gets inside his  
oxygen tank, ev'ryone  
can plainly see —  
**IT'S SAD!**



His for-mer *face*  
 Just wouldn't *do*;  
 Check out his *chin* —  
 The cleft is *new*;  
 His skin is *now*  
 A light-er *shade*;  
 His nose and *cheeks*  
 Have been re-made;  
 Now all he *needs*  
 Is rouge and *gloss*  
 And he'll re-place  
 Di-a-na Ross.

It's been *said* he spent a *million*  
 When he *built* that shrine to *Liz*;  
 But we *hear* his chimp got *jealous*  
 And wants it to be *his*.

Good grief, it's *sad*, it's *sad* —  
 Far gone!

So awful *sad* he *had*  
 to *blow it*!

What's left to *add*? The *lad*  
 has *thrown it away*!

And the whole world tries to  
 figure it out, how his life  
 today could be —

**SO SAD!**

When the *Elephant Man* he *yearned* for,  
 Well, it surely was *big news*;  
 Now he's out to buy a *mummy*  
 Or the bones of *Howard Hughes*.

Egad! It's *sad*, it's *sad* —  
 Far gone!

So downright *sad* we *had*  
 to *show it*!

The life he *had*, gone *bad* —  
 He's *thrown it away*!

While the whole world tries to  
 figure it out, even die-hard  
 fans agree —

**IT'S SAD! IT'S SAD! IT'S SAD!**





## LADY GODIVA



The "GREASED SADDLE" Caper

## DR. JEKYLL



The "DRIBBLE GLASS" Bil

## RIP VAN WINKLE



The "DRIPPING FAUCET" Routine

## PRANKS FOR THE MEMORIES DEPT.

# The Ten All-Time LEGENDARY JOKES

## DRACULA



The "BOTTOMLESS COFFIN" Zapper

## ROBIN HOOD



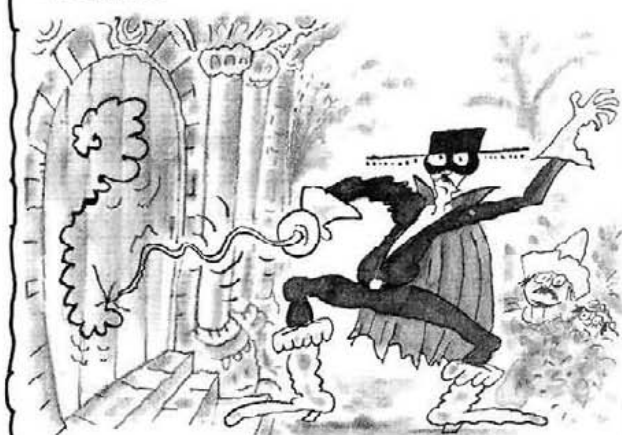
The "PERMANENT-KNOTS-IN-THE-PANTYHOSE" Put-On

## NINJA



The "STRETCHED PANTS ELASTIC" Prank

## ZORRO



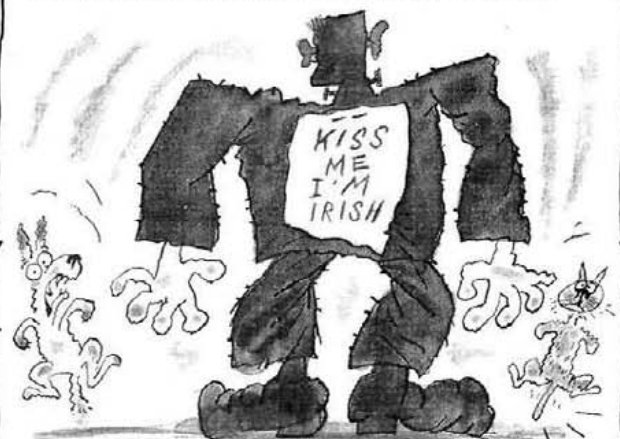
The "RUBBERIZED SWORD" Zinger



# Time Greatest PRACTICAL KES

ARTIST AND WRITER: PAUL PETER PORGES

## THE FRANKENSTEIN MONSTER

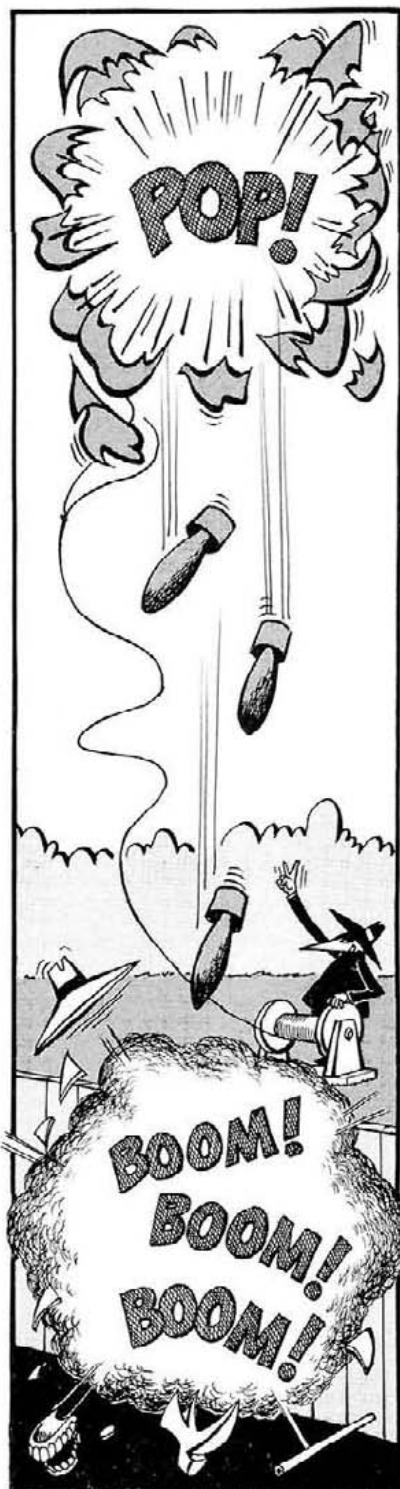
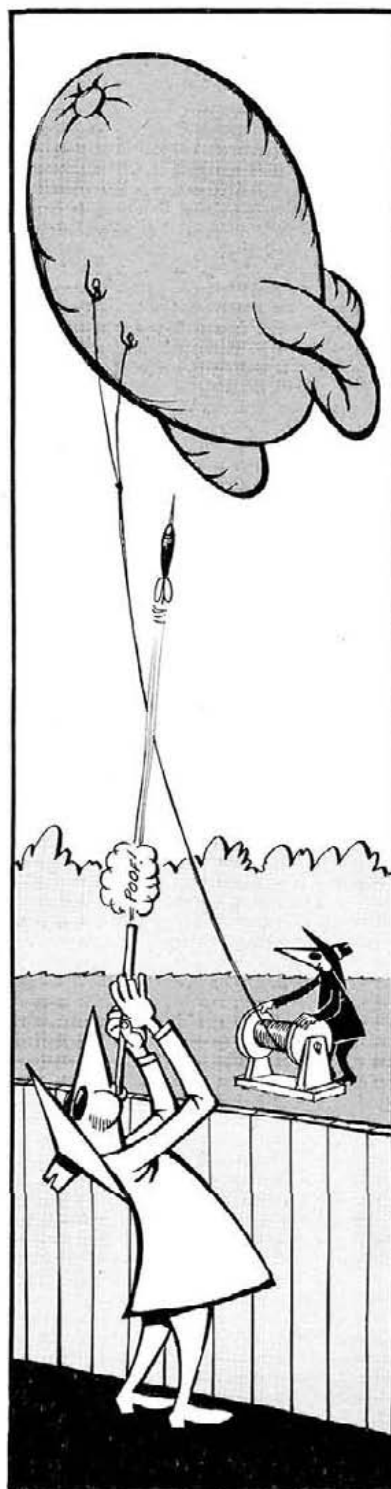
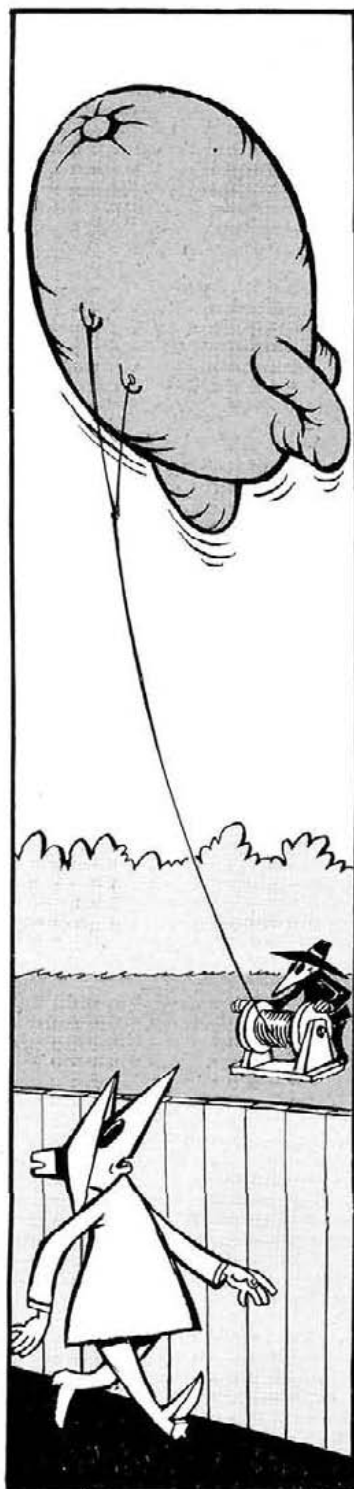


The "STUPID SIGN PINNED-TO-THE-BACK" Gag

## THE FUTURE KING ARTHUR



The "LOOSE-HANDLED EXCALIBUR" Schtick





**JABBER-WACKY DEPT.**

Remember *Alice in Wonderland*, with all its far-out, off-the-wall characters saying and doing all kinds of ridiculous things?



Of course, that was a fantasy and could never happen in real life. At least that's what we thought until we noticed a lot of stuff in the news which sounded very familiar! You'll see what we mean when you turn the page and

step through the looking glass for

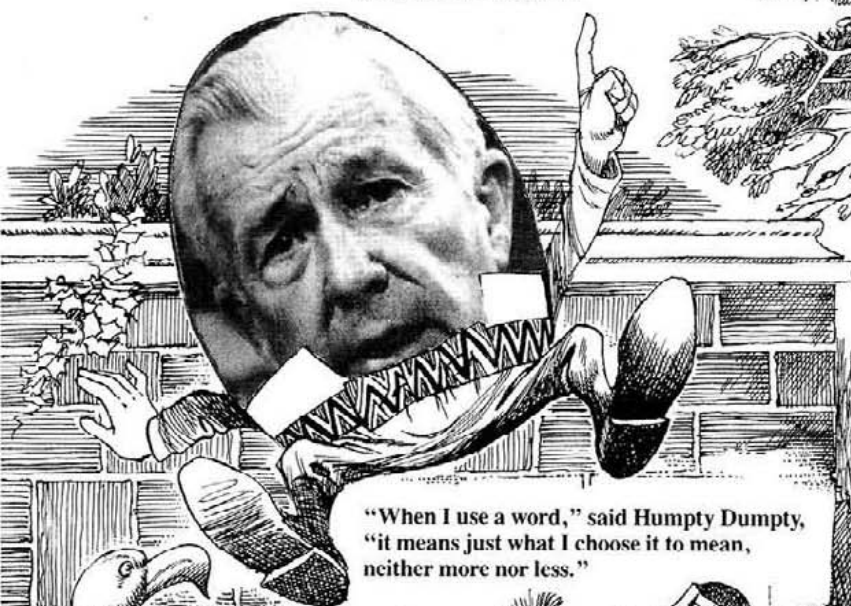
# Wonderland

## REVISITED

ARTIST: ROB CLARKE

WRITER: LOU SILVERSTONE

"Hypocrisy is a question of degree."  
**DONALD REGAN**  
NEW REPUBLIC—May 16, '87



"When I use a word," said Humpty Dumpty,  
"it means just what I choose it to mean,  
neither more nor less."



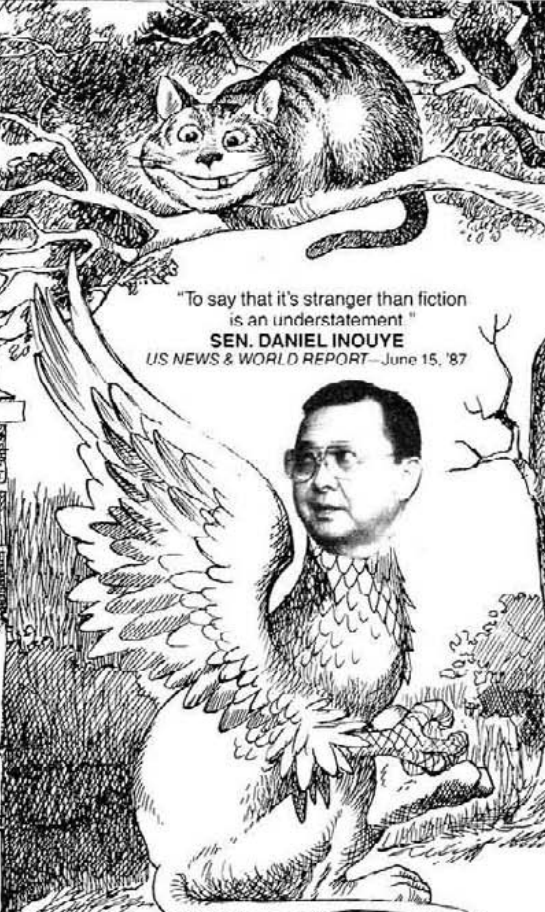
"Heads would have to roll."  
**NANCY REAGAN**  
NEWSDAY—August 3, '87



"Off with their heads," shouted the Queen.

"That's very important," the King said. "Unimportant, of course,  
I mean important...Unimportant...Important...Unimportant..."

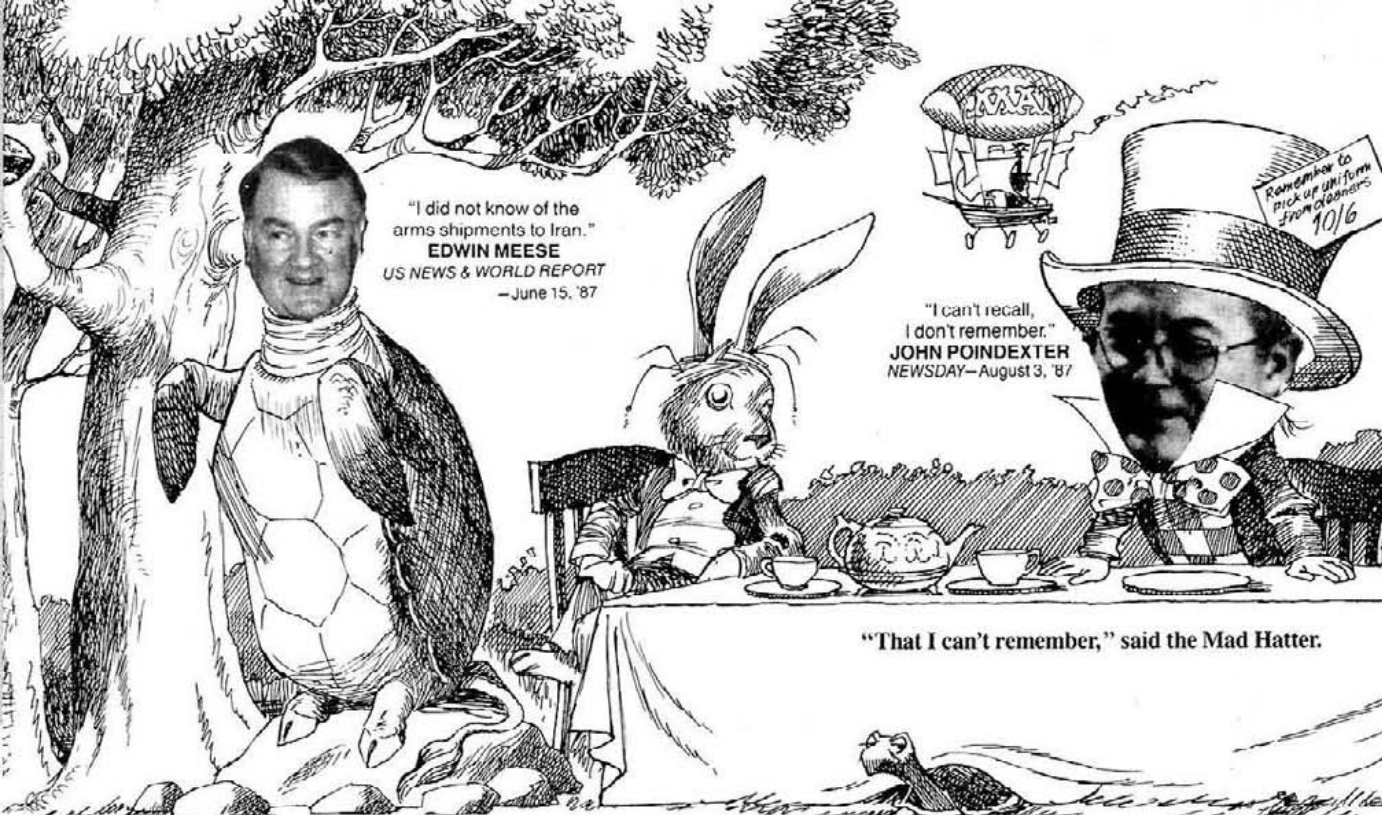
"To say that it's stranger than fiction  
is an understatement."  
**SEN. DANIEL INOUE**  
US NEWS & WORLD REPORT—June 15, '87



"It's all about as curious as it can be,"  
said the Gryphon.

"I just didn't know. It's  
important that I not know."  
**RONALD REAGAN**  
TIME—July 20, '87





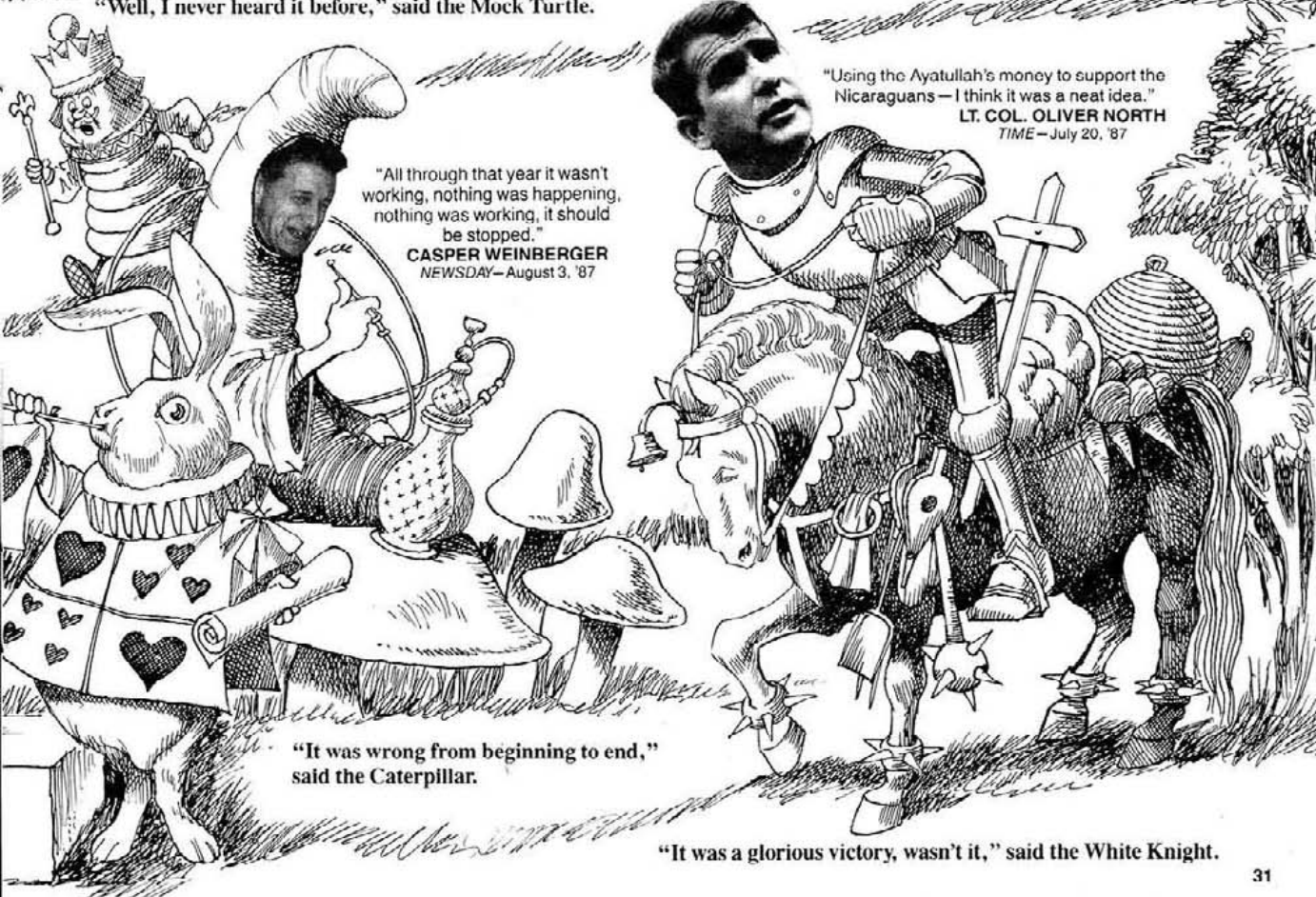
"I did not know of the  
arms shipments to Iran."  
**EDWIN MEESE**  
US NEWS & WORLD REPORT  
— June 15, '87

"I can't recall,  
I don't remember."  
**JOHN POINDEXTER**  
NEWSDAY—August 3, '87

Remember to  
pick up uniform  
from cleaners  
10/6

"That I can't remember," said the Mad Hatter.

"Well, I never heard it before," said the Mock Turtle.



"All through that year it wasn't  
working, nothing was happening,  
nothing was working, it should  
be stopped."  
**CASPER WEINBERGER**  
NEWSDAY—August 3, '87

"Using the Ayatullah's money to support the  
Nicaraguans—I think it was a neat idea."  
**LT. COL. OLIVER NORTH**  
TIME—July 20, '87

"It was wrong from beginning to end,"  
said the Caterpillar.

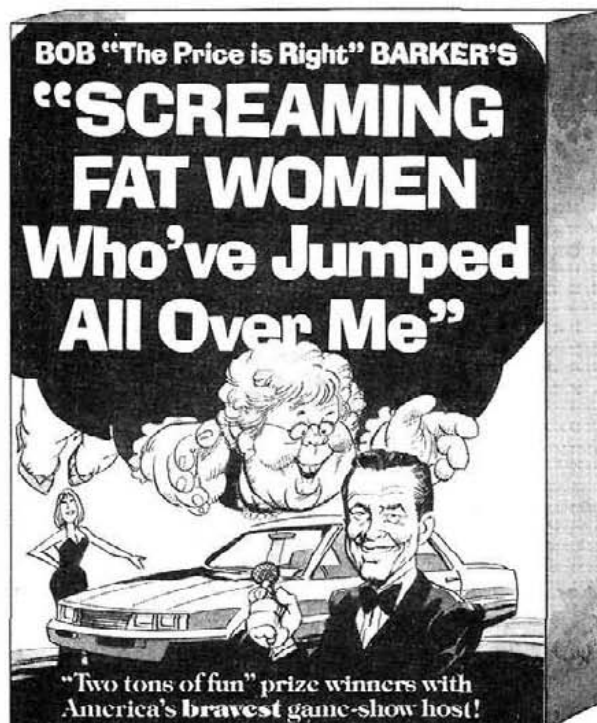
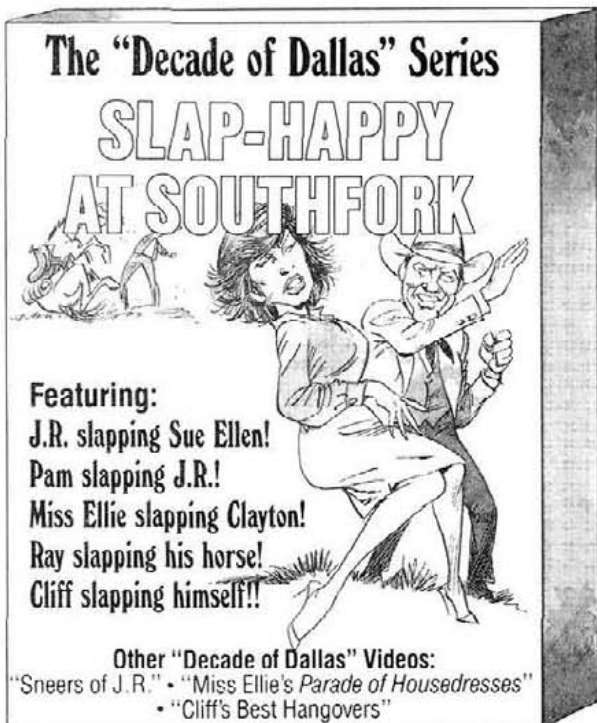
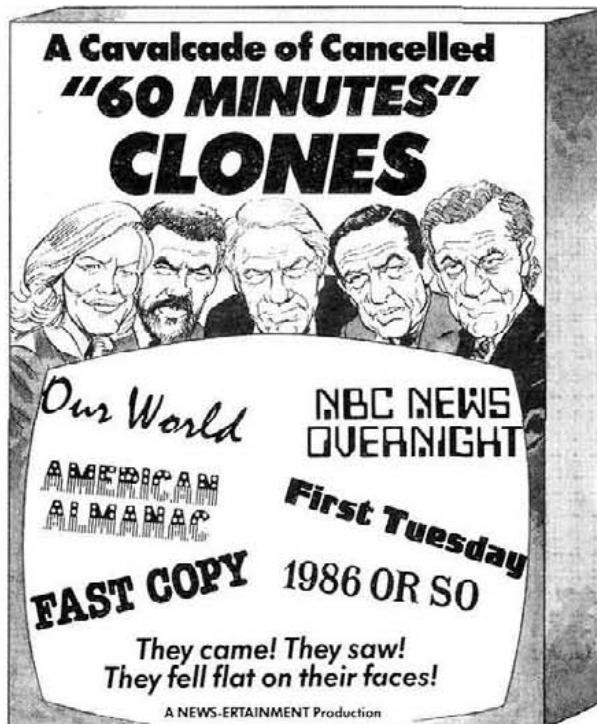
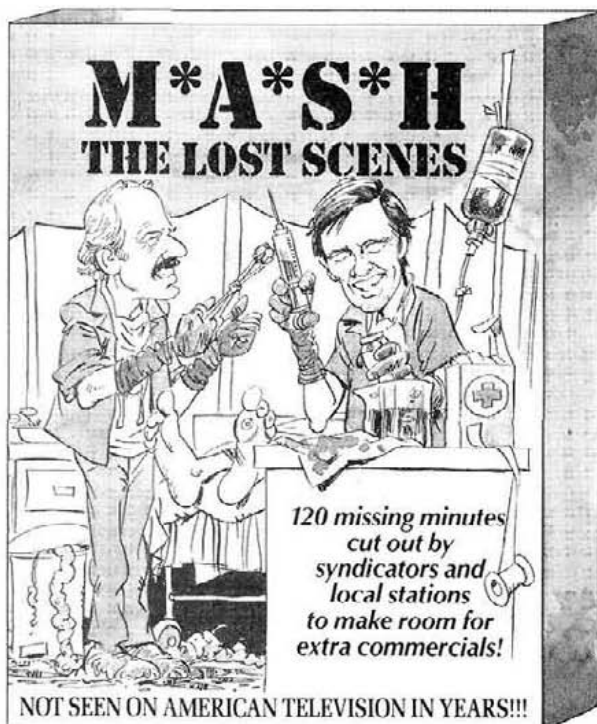
"It was a glorious victory, wasn't it," said the White Knight.



If you've been in a video store lately you've probably seen "gems" like old TV shows and ads repackaged into "Special Collections." The same junk you got over the air for free, people are now trying to rent or sell to you! With a video industry that greedy it's obvious where all this is leading! So, let's preview some...

# Junky Video

ARTIST: ANGELO TORRES



# 7 Collections

WE'RE SURE TO SEE

WRITER: MIKE SNIDER

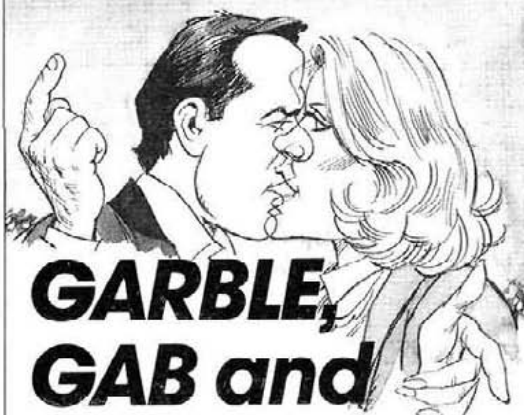
## Forgotten Faces from *Saturday Night Live*

The "instant has-beens" who turned TV's hottest show into a pathetic shell of its former self!



- ill-conceived and badly executed sketches!
- putrid and pointless John Belushi imitations!
- ENDLESS MINUTES of audience silence!

## MOONLIGHTING'S DAVID & MADDIE:



## GARBLE, GAB and GIBBERISH Volume 1

All the unintelligible, overlapping dialogue you couldn't "get" the first time around...now on tape!

## THE BEST OF RUSTY

(the People's Court Bailiff)



See television's best-loved courtroom "go fer" in action...  
...carrying documents!  
...smiling!  
...saying, "All rise!"  
...smiling some more!  
...joking with Judge Wapner!



**BONUS!!**

Rusty and Doug Llewellyn smiling off-camera!

## Unforgettable Near-Rescues from

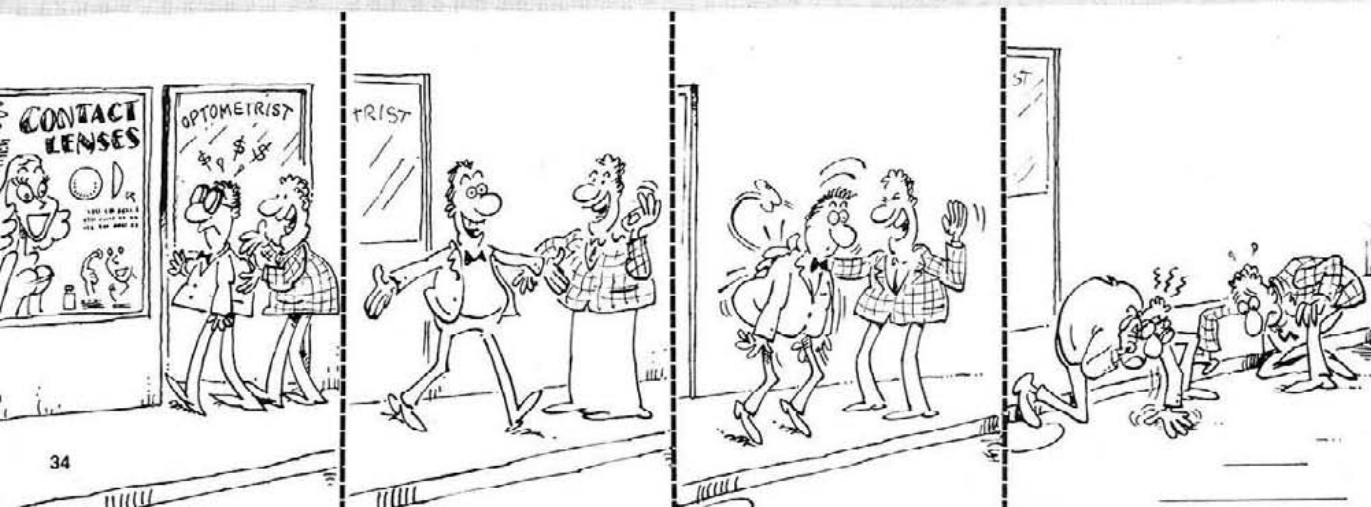
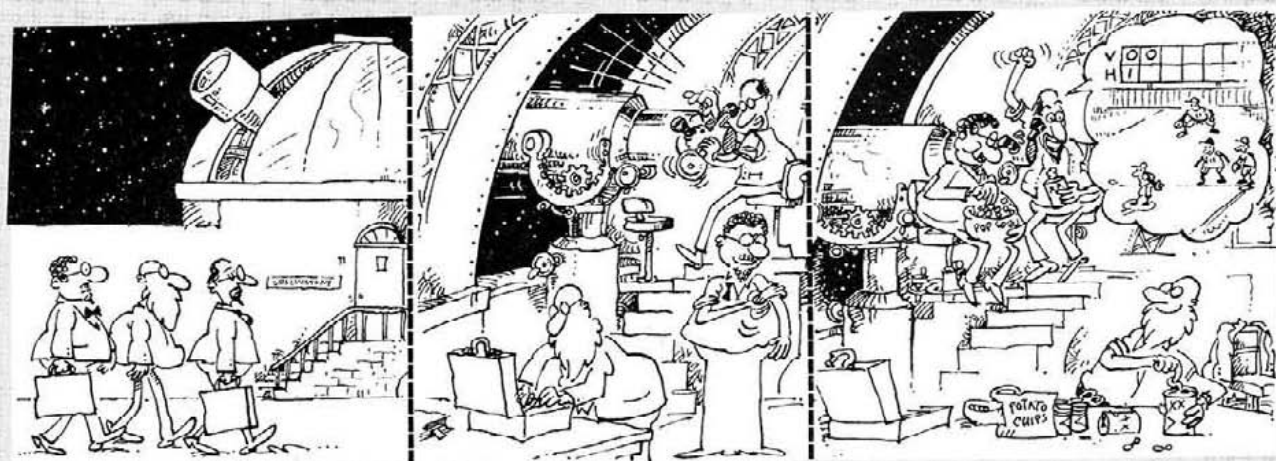
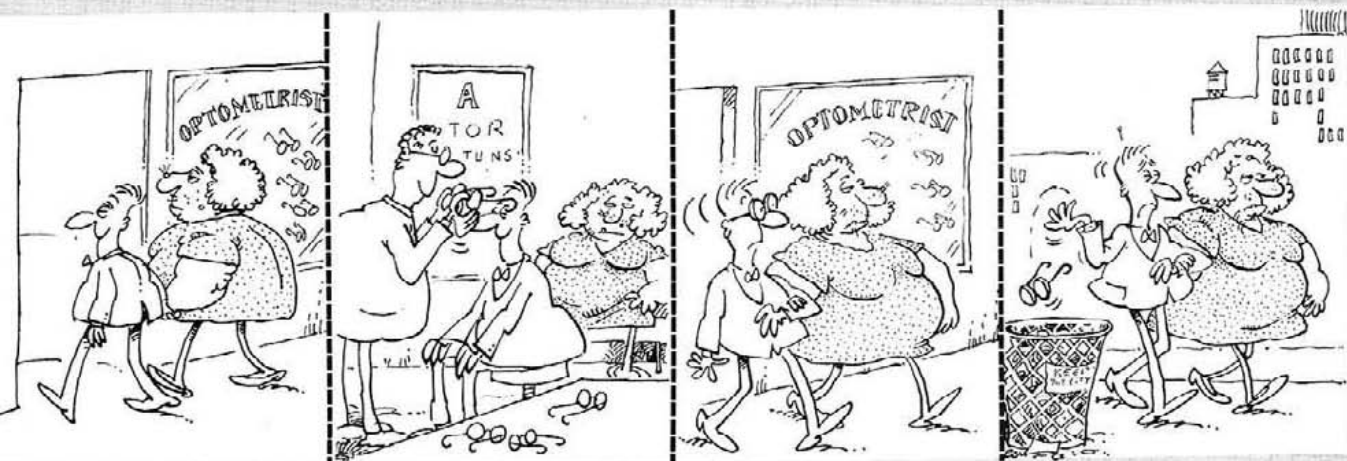
## Gilligan's Island

Those heart-wrenching episodes when you were sure they'd get off the island, but...

Featuring: The Harold Hecuba Incident... Gilligan and the Radioactive Plant-Seeds... Tonga, the Ape-Man Actor... The Off-Course Russian Space Capsule... and many others!!

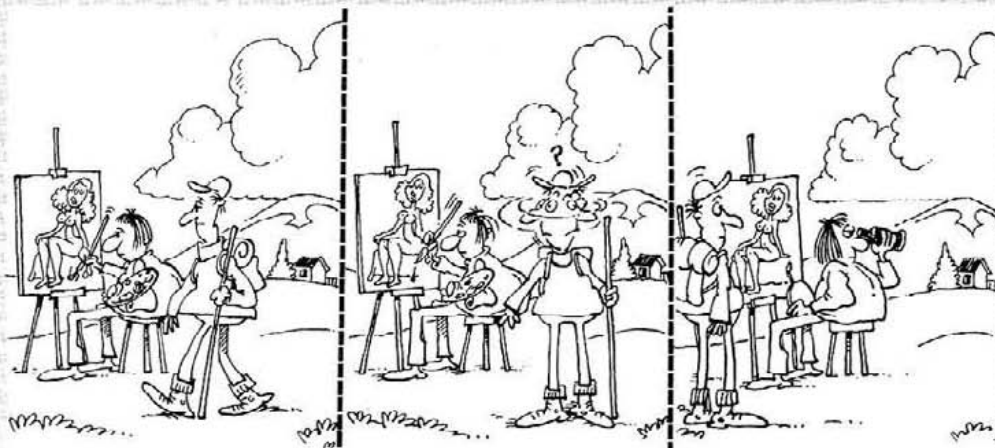
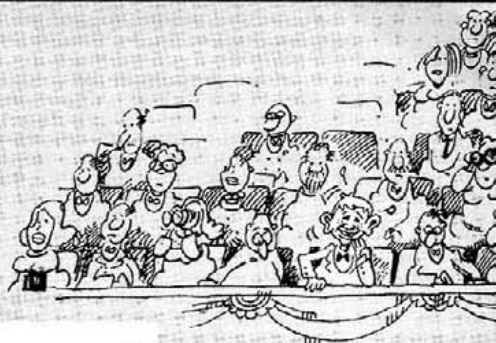


# A MAD LOOK AT





# OPTICS



ARTIST AND WRITER: SERGIO ARAGONES



Aragones

# WHY ARE WE ALWAYS



...EXPENSIVE "DESIGNER JEANS"...that are turned out in the same Hong Kong factory that makes cheap, ordinary jeans.



...THE LATEST DISCOVERIES IN MEDICAL SCIENCE...when the odds of finding a doctor who knows about the latest techniques are exceeded only by the odds of being able to pay for them.

ARTIST: ANGELO TORRES



...THE PENTAGON'S NEW, ULTRA-SOPHISTICATED WEAPONS...when most of the teenage personnel who'll be handling these complicated weapons probably won't even be able to read or write.

BOOR'S Beer Proudly Presents...

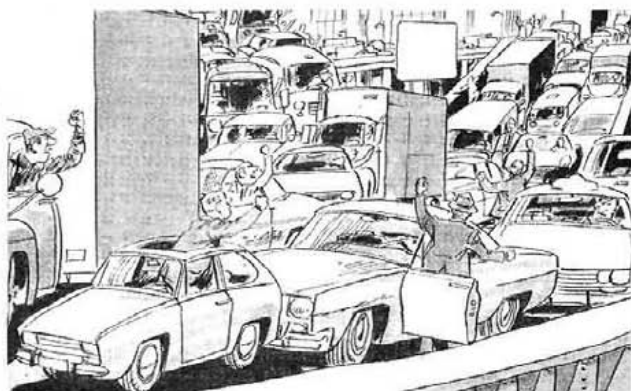
THE BOOR'S BEER \$150,000 GOLDEN SWEEPSTAKES\*  
OVER \$150,000 IN PRIZES

- 1st PRIZE: A YEAR'S SUPPLY OF BOOR'S BEER (WORTH \$1000)
- 2nd PRIZE: 10,000 BOOR'S BEER T-SHIRTS
- 3rd PRIZE: 50,000 BOOR'S BEER FRISBEES
- 4th PRIZE: 175,000 BOOR'S BEER POSTERS
- 5th PRIZE: 400,000 BOOR'S BEER BARF-BAGS

\*VOID IN STATES WHERE PHONY CONTESTS LIKE THIS ARE PROHIBITED BY LAW...ALTHOUGH WE'VE YET TO FIND ONE



...A CONTEST WITH \$150,000 WORTH OF PRIZES...when you can bet your life that the prizes consist of one expensive item...and \$149,000 worth of shoddy merchandising gimmicks.



...RUSH-HOUR RADIO REPORTS THAT TELL US WHAT HIGHWAYS AREN'T CLOGGED WITH BUMPER-TO-BUMPER TRAFFIC...when everyone else is listening to the same reports, and the roads that used to be traffic-free will soon be just as crammed.



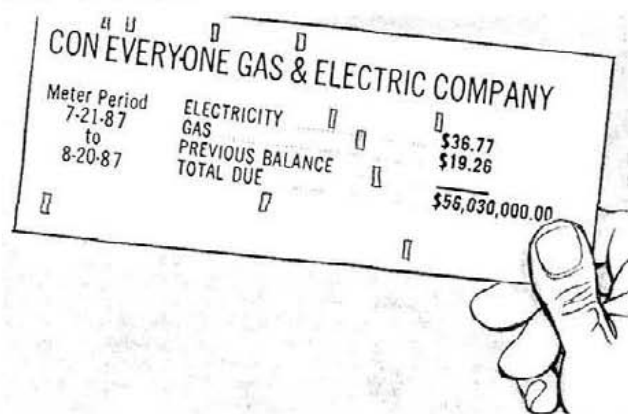
...PUBLIC BROADCASTING AS AN ALTERNATIVE TO THE SOAP OPERAS, SITCOMS, OLD MOVIES AND ENDLESS ADVERTISEMENTS SEEN ON COMMERCIAL TELEVISION...when all we ever see on PBS are British soap operas, British sitcoms, old British movies, and endless appeals to viewers to send in their money.

# S IMPRESSED BY...?



...COSTLY VCRs THAT CAN RECORD SIX HOURS OF PROGRAMS OVER 14 DAYS...when nothing on TV is worth watching even once...much less saving for posterity.

WRITER: BARRY LIEBMAN



...THE LATEST "SAFETY DEVICES" IN OUR LOCAL NUCLEAR POWER PLANT...when we can plainly see—just by reading our own electric bill—what kind of incompetents are working there.



...ANY MAN'S COLOGNE WITH A MACHO NAME THAT'S PACKAGED WITH SCENES OF THE OLD WEST AND A TOUGH-LOOKING COWBOY...when in reality, any guy caught wearing sweet-smelling cologne in the Old West was probably strung up on sight, or mistaken for a dance-hall girl.



...FOODS LABELED "ALL NATURAL"...when the term can also be applied to appetizing items like fungus, crabgrass and horse manure.



...ANY TOY ADVERTISED ON SATURDAY CARTOON SHOWS...when—minus the actors, props and special effects used in all the hard sell commercials—the average toy is about as fascinating as the box it comes in.



...A MOVIE THAT WINS "THE ACADEMY AWARD"...even though the Motion Picture Academy is filled with the same idiots who gave us "Ishtar," "Shanghai Surprise," "Back to the Beach," "Blind Date," and "The Care Bears in Wonderland."



Have you ever stopped to think of how many forms you fill out in the course of a year while applying for such varied things as charge accounts and medical care and school admissions? More important, have you ever stopped to think that most of the people asking the questions are the same ones who are also asking you to

# IF "THEY" HAD TO FILL OUT

ARTIST: HARRY NORTH



## NEW PATIENT'S QUESTIONNAIRE FOR AN UNFAMILIAR DOCTOR

Please cooperate by answering all of the following questions completely. Your assistance will better enable the new patient now awaiting treatment to diagnose your qualifications for messing around with the only body that he (or she) will ever have.

(P.S. Just this once, try writing legibly, as there is no pharmacist on hand to attempt to decipher your usual childish scrawl.)

1. Do you plan to show off by describing my condition to me in complicated medical jargon that you know I can't understand?
2. Do you plan to ask for a specimen, and then just stand there and wait, thus making me too nervous to give you one?
3. Is your examining table covered with that hard, slick paper that sticks to a person's sweaty body on hot days?
4. Do you customarily stick a tongue depressor so far back in a patient's throat that he tends to lose his cookies?
5. Will you look in my ear with a flashlight, just so you can get close enough to breathe germs on me that you picked up from your previous patient?
6. When giving injections, how many stabs must you usually make before finding a vein?
7. Give a phone number where I can reach you tonight after the treatment you provide this afternoon fails to work.



## OIL COMPANY'S APPLICATION TO BECOME A CREDIT CARD APPLICANT'S OIL COMPANY

Since the motorist presenting this questionnaire has just been required to fill out a long, probing form in order to buy gas and service from your company on credit, it seems only fair that you should reveal a few of your deepest secrets, too. Therefore, please find an employee who can read and write, and instruct him to answer the following. Also, instruct him not to leave dirty smudges on the paper, like those he usually leaves on everything he touches.

1. Please explain why "Full Service" costs 12-cents a gallon more, when all I get for it is a dirty rag rubbed over my windshield.
2. Are credit card holders entitled to such preferential treatment as actually getting new spark plugs when they are charged for them?
3. How high must your prices go before you can afford to hire someone to mop your rest room floor once a month?
4. Do you plan to raise gas prices again next summer, solely because you know motorists will buy more then, no matter how much it costs?
5. Will you continue to lower the octane rating on your unleaded gas until every car requires the premium grade costing 20-cents a gallon more?
6. Why does your dealer in my neighborhood insist that I need eight quarts of oil to fill a five-quart crankcase?
7. Once I have my credit card, can I be waited on by that cheerful guy who does your TV commercials, rather than the grouch I presently get?

give them your money, your time or your trust? Well, now that you've stopped to think about it, don't you also think that matters should really be reversed, and you are the one who's entitled to do the questioning? MAD certainly thinks so! That's why we've prepared these nosy, fact-finding forms you'd sure enjoy using

# THE "YOUR" QUESTIONNAIRES

WRITER: TOM KOCH



## POTENTIAL DEPOSITOR'S REQUEST FOR FULL DISCLOSURE OF BANKING COMPETENCE

*This questionnaire is being presented to you by an ordinary working stiff who contemplates entrusting his life savings to your financial institution. Please take a moment to glance around at your employees, and imagine how nervous you would feel giving money to any of them. Then fill out this form in full.*

*(Note: Your answers to these questions will not be kept any more confidential than you keep the deposit figures of your customers when credit agencies come snooping around.)*

1. If I have \$10,000 in my account, and try to withdraw \$50, how many of your people must vouch for my honesty before I get it? \_\_\_\_\_
2. Are your tellers specifically instructed to go on their coffee breaks whenever there are more than four people waiting in line? \_\_\_\_\_
3. Do you have one of those drive-in windows where the girl behind the glass can hear everything I say, but I can't hear her at all? \_\_\_\_\_
4. Why am I allowed only 20 minutes of free parking in your lot when you know that the simplest transaction will take twice that long? \_\_\_\_\_
5. If you really have \$500-million in assets, why can't you afford one workable ball point pen for use in filling out deposit slips? \_\_\_\_\_
6. Describe how your 73-year-old security guard with the thick glasses and the hearing aid plans to protect my money. \_\_\_\_\_
7. How many years must I have an account here before at least one of your tellers remembers having seen me before? \_\_\_\_\_



## PROSPECTIVE EMPLOYER'S APPLICATION FOR JOB APPLICANT'S ACCEPTANCE

*This vital form is presented by a potential employee who may soon have to start making changes in his leisurely life-style to go to work for your outfit. Naturally, this raises a lot of questions about your company's worthiness to ask for such a drastic personal sacrifice. Please take ample time to answer all of the following questions fully and truthfully. Failure to do so could result in my missing a chance to go to work somewhere else that has a better deal to offer.*

1. How many weeks of paid vacation will I get the first year? \_\_\_\_\_
2. Can I take this vacation time before starting work, and if so, who do I see about getting paid for it in advance? \_\_\_\_\_
3. Must I actually show up for work at least once before phoning in sick, and starting to collect disability insurance? \_\_\_\_\_
4. Give names and department locations of three attractive members of the opposite sex who are currently hot to start a new relationship. \_\_\_\_\_
5. Will someone be assigned to punch my time card for me on days when I am late, or must I make my own arrangements for that? \_\_\_\_\_
6. List some items of value that employees can safely carry out of the building without being stopped by the guard at the front gate. \_\_\_\_\_
7. If I start next Monday, how soon can I retire with full benefits? \_\_\_\_\_



### POTENTIAL COUNTRY CLUB JOINER'S REQUEST FOR MUTUAL DISCLOSURE OF INFORMATION

*While your Membership Screening Committee is naturally concerned about admitting an applicant whose character, morality and community standing may not measure up to your standards, it is equally true that the applicant presenting this questionnaire isn't sure he wants to associate with you either. Therefore, please be advised that said applicant doesn't intend to write his check for membership fees until your club officials have written their answers to the questions on this form.*

1. Can I assume that you asked all those personal things about my religion because you want to be sure I don't have any, and will thus be available to play golf with you on Sunday?
2. I notice that you've had trouble finding black people who want to join your club. Would you like my help in finding some for you?
3. As community leaders, don't you feel obligated to tell the police that club members gamble for real money on your golf course?
4. In reference to Question Number 3, shouldn't your police report also mention the gambling in your card room?
5. Is that guard at the gate supposed to keep non-members from entering, or to keep members from leaving when they're too drunk to drive home?
6. What does your Pro Shop do with all the money it makes selling 75-cent golf balls for three-dollars apiece?
7. Did you ever stop to figure that I could play 800 rounds of golf a year at a public course for less than you charge in annual dues?



### CAMPUS ADMINISTRATORS' STUDENT ACCOMMODATIONS TEST

READ ALL INSTRUCTIONS BEFORE  
ATTEMPTING TO ANSWER QUESTIONS!

*This SAT Exam is being given to selected college administrative personnel and professors by a recent high school graduate who has the tuition money your school needs. Therefore, acceptable answers to all questions are of utmost importance if you hope to enroll this desirable young person. This SAT may determine the whole future course of your life. So don't get nervous and blow it all by choking up.*

1. Do your dormitories have any Freshman Restrictions, such as a curfew requiring me to be in by breakfast time?
2. Is there an adequate number of students of the opposite sex on campus, and, if not, what steps are being taken to correct this?
3. Does your library have plenty of dimly lit, secluded corners where I can take a date on occasions when I can't afford a motel room?
4. How far off campus (plus or minus one block) is the nearest tavern employing a bartender who never checks I.D.s?
5. Name at least three potential All-American football players who have signed letters of intent to enroll at your school next fall.
6. Are your faculty members specifically instructed not to give hard homework assignments that might interfere with my social life?
7. Use this space to give your sworn assurance that you can get me a job paying at least \$30,000 a year following my graduation.



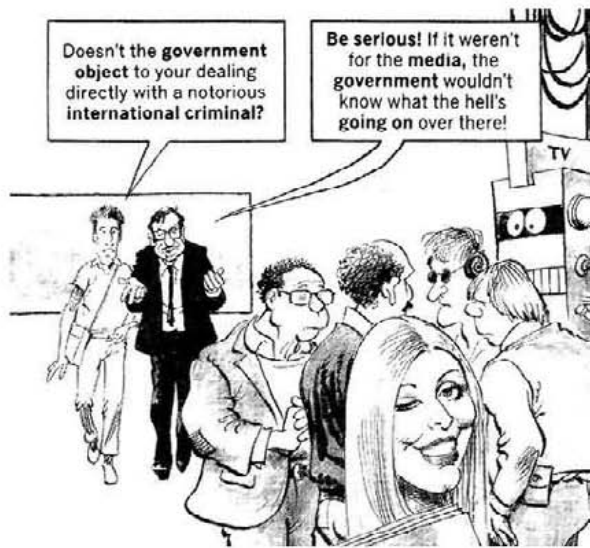
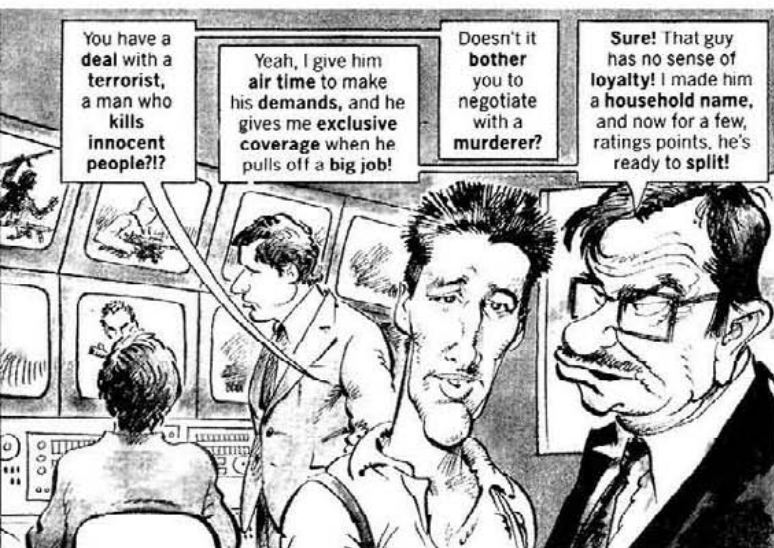
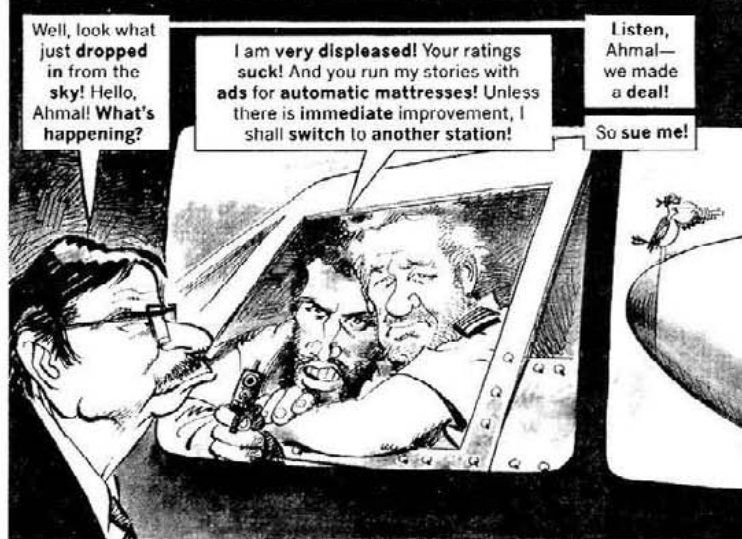
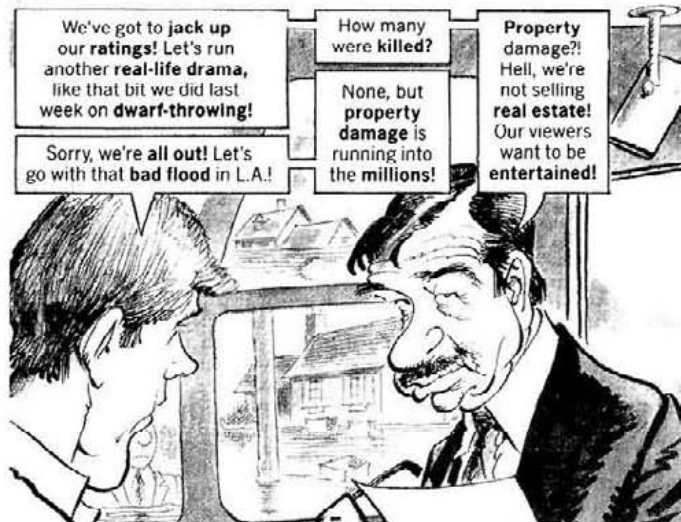
Hi, I'm Rum Reagan, Jr! You remember me—I appeared on *Saturday Night Live* without my pants! That's why MAID asked me to expose—I mean uncover—some of our country's most influential men. You see them on TV, but you can't always tell if they're wearing pants...no, not the Supreme Court! I mean the guys with real power—TV reporters! Nowadays they do more than just relay news—sometimes they bend, twist, and even create it! They've changed from lowly broadcasters into media superstars. But even a six-figure salary can't hide the fact that they're still just storytellers! And none more so than Mr. Brash Bluster, who's been selected as...

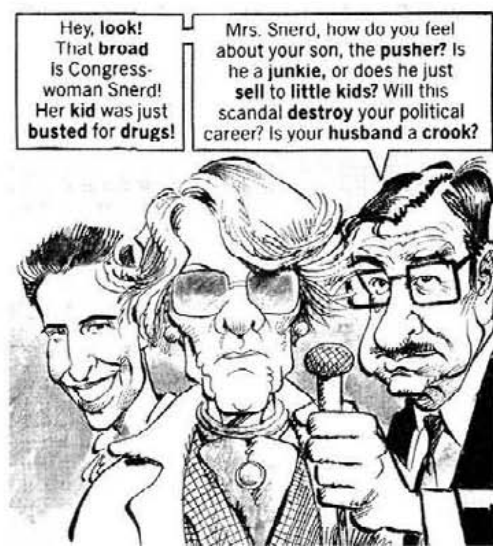
# MAD'S TV NEWSREPORTER OF THE YEAR

ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE









Mr. Bluster, I'm a big, big fan of yours! I watch your show every night! Would you mind signing this?

For God's sake, can't you see I'm eating?! Were you born in a barn? I deserve privacy! Why can't you vultures leave me alone?!!

Hey—we have to get moving! I'm covering a funeral in Harlem!

This is a quiet, dignified funeral. There's nothing wild going on!

I'll take care of that! Give me a couple of minutes!



Mrs. Johnson, your son's death was a tragedy! Was he a victim of police brutality, and do you think the cops are covering up?

The cops had nothing to do with it! He was hit by a bus! Let the dead rest!

Yeah, yeah... Look, if this was a white boy, would they murder him just for painting graffiti?!

Now you know why I don't want to live in New York City!

Will the police get away with this?

No way, man! Let's get those mothers!

I told you we'd get some action! Sometimes a good newsman has to do more than report a story—he has to create it! This is your "on-the-spot" reporter, Brash Bluster, reporting to you live from the riot scene!



Brash, what was your all-time greatest news story?

I'd have to say my exclusive with the heart transplant patient!

I remember that! The poor man died on camera! Do you think the shock killed him when you asked if he knew that his new heart came from a monkey?

Naw, he croaked 'cause we had to unplug his life support systems when we set up our TV equipment in his hospital room!

Speaking of croaking, it's about time to unplug this interview!

One thing about working for MAD—I couldn't take off my pants till I had something else to put on! Thank God I didn't find my ballet costume until now! This is Rum "pantywaist" Reagan, Jr., signing off for MAD!



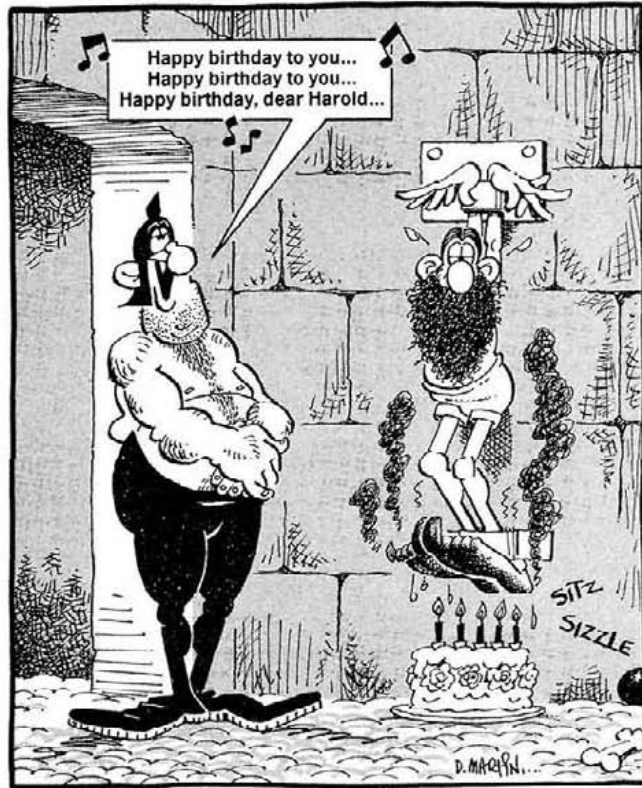
# ONE SPECIAL DAY IN THE DUNGEON



ARTIST: DON MARTIN



WRITER: ANTONIO PROHIAS



If you're like us, you're no doubt waiting with gleeful anticipation for Hollywood to stop producing all those needless and boring movie sequels and just let them die off! Well,

# THE MOVIE SEQUEL

## STAR WARS

Its corpse is rotting  
in the ground;  
Its spaced-out days are through;  
It fought to stay  
alive, but found  
The Force was fed up, too!

## NERDS

These wimps are  
like dead herring now;  
No more do they survive;  
Which makes no  
difference anyhow—  
They looked the same alive!

## SUPERMAN

His final flick  
was such a bore  
He crashed down from the sky,  
Thus giving proof  
forever more  
Man wasn't meant to fly!

## PSYCHO

Some say that  
it was suicide,  
but others  
disagreed;  
We only know when  
Hitchcock died  
Its death was guaranteed!

ARTIST: BOB CLARKE

WRITER: FRANK JACOBS



even though most of these movie series are still very much alive and kicking, we at MAD want to let them know we have some choice plots of ground ready and waiting for them in...

# GRAVEYARD

## STAR TREK

No Klingon killed  
these spacemen bold  
Or dumped their bodies here;  
But when they beamed down  
fat and old,  
We knew the end was near!

## POLICE ACADEMY

Good riddance to these  
hopeless clowns  
With all their stupid gaffes;  
Check out the crime in  
real-life towns—  
You'll see why no one laughs!

## FRIDAY THE 13<sup>TH</sup>

## A Nightmare ON ELM STREET

Each time we swore  
this pair had died,  
They came back from the brink;  
But now the fact can't be denied—  
They're dead for sure...we think!

## ROCKY

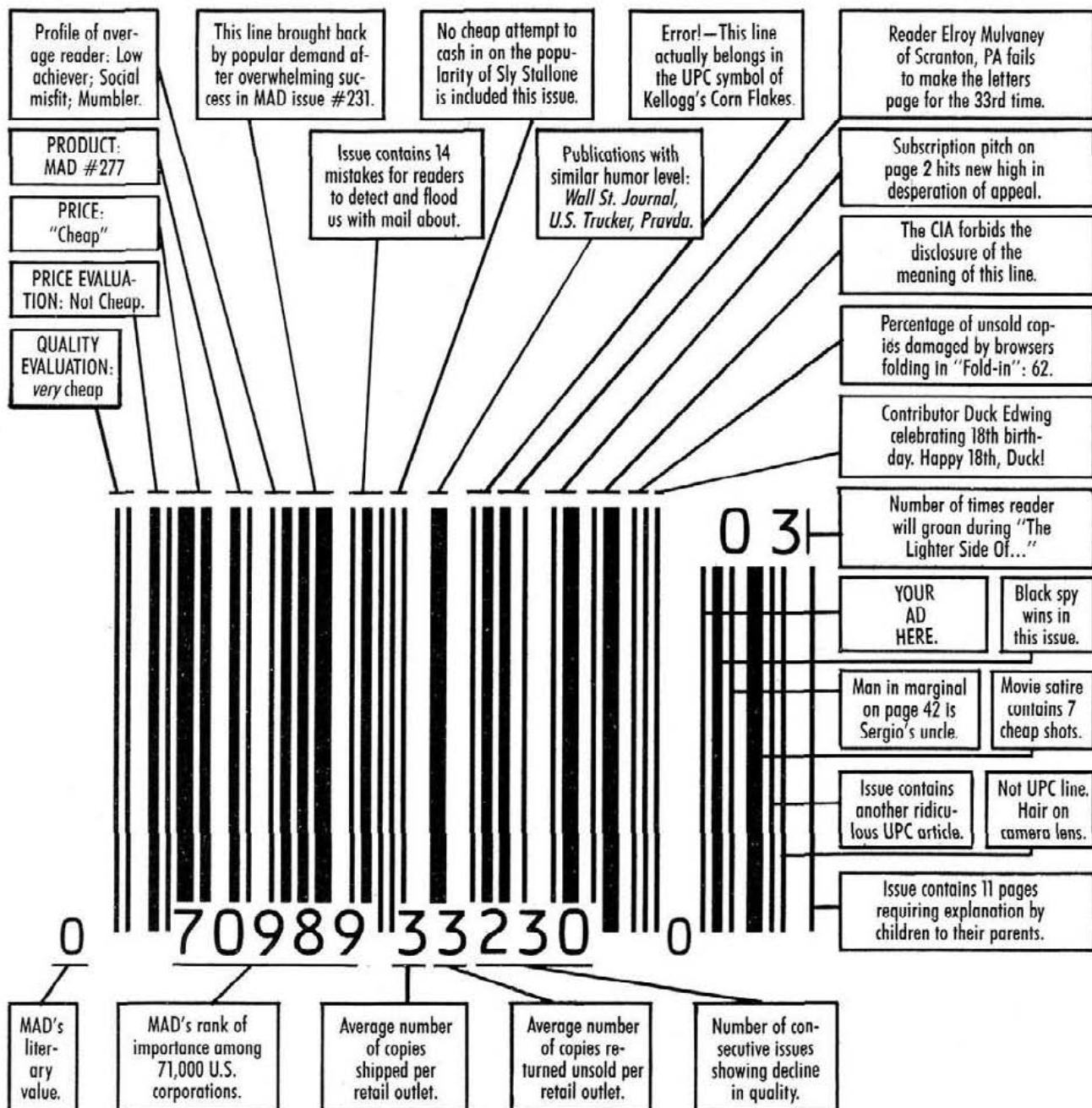
We could have left  
these sequels here,  
But dug them up instead;  
We had to think  
of Sly's career —  
Without them, he'd be dead!

EVERMORE

Like so many other "suppliers," MAD has been forced to use the Universal Product Code. The electronic UPC scanning system now provides instant data about MAD for all its retail outlets. You may have wondered what all the lines and numbers on our front cover really mean. Well, wonder no more! Here, in lurid detail, is...

# MAD'S UPC SYMBOL EXPLAINED

WRITER: FRANK JACOBS





**WHAT SEEMS TO  
BE THE ONLY  
WAY OF MAKING  
YOUR FORTUNE  
TODAY?**

# HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

People are always scrambling to make it big one way or another. To find out what today's best bet for success is, simply fold the page in as shown in diagram on left.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



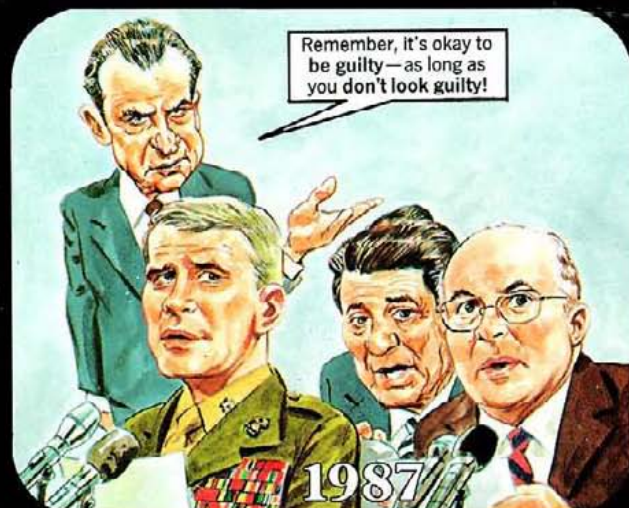
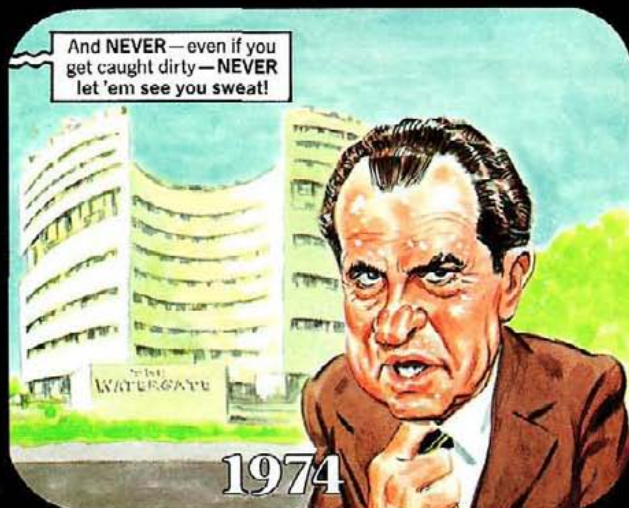
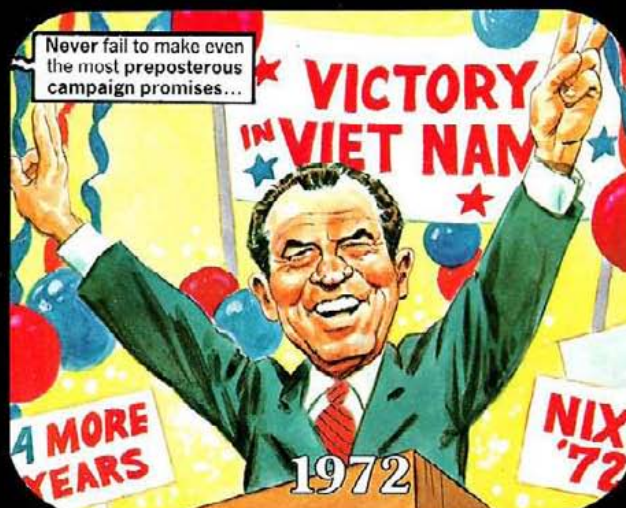
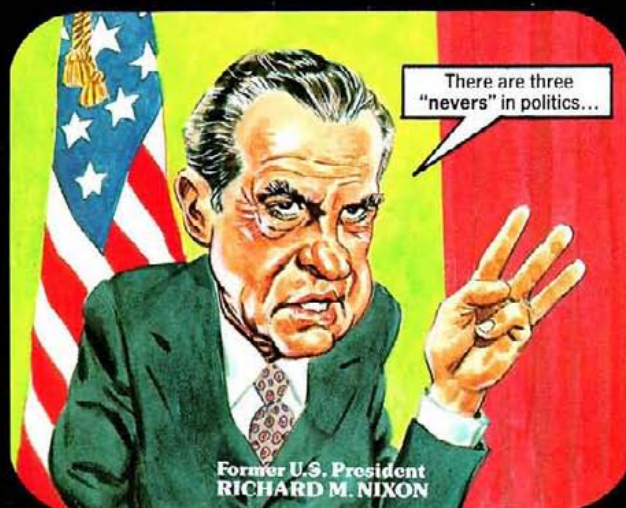
**HISTORICALLY, THERE WAS ONLY ONE WAY OF GETTING  
THE RICHES ONE WANTED. HARD WORK. BUT TODAY,  
LOTS OF PEOPLE FEEL THIS LEADS TO THE CEMETERY  
RATHER THAN TO THE WEALTH THEY DESIRE.**

A

B



# A TV COMMERCIAL WE'D LIKE TO SEE



ARTIST: ANGELO TORRES

WRITER: BILLY DOHERTY